



STIC Search Report

EIC 3600

STIC Database Tracking Number: 165532

TO: Arthur Duran
Location: 5D60
Art Unit : 3622

Case Serial Number: 09/846431

From: Bode Akintola
Location: EIC 3600
KNX 4 B 59
Phone: 571-272-3514

Olabode.akintola@uspto.gov

Search Notes

Examiner Arthur,

Please find enclosed the results of your search request.

If you need a refocus, please feel free to contact me.

Thanks,

Bode

Griffin, Etelka

47

165532

From: Duran, Arthur
Sent: Tuesday, September 13, 2005 11:51 AM
To: STIC-EIC3600
Subject: Database Search Request

Requester:
Arthur Duran (TC3600)
Art Unit:
3622
Employee Number:
79222
Office Location:
KNX - 5D60
Phone_Number:
272-6718
Mailbox Number:

Case serial number:
09/846,431
Class / Subclass(es):
705/14
Earliest Priority Filing Date:
4/30/2001
Format preferred for results:
E-mail

Search Topic Information:
providing free or bonus or discounted or extra or additional advertising exposure of
an advertisement if an advertisement performs well or is successful.

also, the method occurs on a web site or web page.

but, if the occurrence of this feature above exists outside of a web site or web page that
is also appreciated.

thank you.

Special Instructions and Other Comments:

09-13-03P12:13 ROWE



STIC Search Results Feedback Form

EIC 3600

Questions about the scope or the results of the search? Contact *the EIC searcher* or contact:

Karen Lehman, EIC 3600 Team Leader
306-5783, PK5- Suite 804

Voluntary Results Feedback Form

➤ I am an examiner in Workgroup: Example: 3620 (optional)

➤ Relevant prior art **found**, search results used as follows:

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature
(journal articles, conference proceedings, new product announcements etc.)

➤ Relevant prior art **not found**:

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Results were not useful in determining patentability or understanding the invention.

Comments:

Drop off or send completed forms to EIC3600 PK5 Suite 804



Set	Items	Description
S1	13397	(FREE OR BONUS OR DISCOUNT? OR EXTRA OR INCENTIVE OR ADDITI- ONAL) (3N) EXPOSURE? ?
S2	1581	S1(S) (AD OR ADVERT? OR PROMO OR BANNER? ? OR PROMOTION? ?)
S3	240	S2(20N) (VIEW? OR PEOPLE OR PARTICIPANT? ? OR PUBLIC OR MEM- BER OR CLICK() (THROUGH OR THRU))
S4	178	S3 NOT PY>2001
S5	114	RD (unique items)

? show files

File 9:Business & Industry(R) Jul/1994-2005/Sep 21
(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/Sep 21
(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/Sep 21
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File 148:Gale Group Trade & Industry DB 1976-2005/Sep 22
(c) 2005 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2005/Sep 21
(c) 2005 The Gale Group

File 621:Gale Group New Prod. Annou. (R) 1985-2005/Sep 22
(c) 2005 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 21
(c) 2005 The Gale Group

File 20:Dialog Global Reporter 1997-2005/Sep 22
(c) 2005 Dialog

File 476:Financial Times Fulltext 1982-2005/Sep 22
(c) 2005 Financial Times Ltd

File 610:Business Wire 1999-2005/Sep 22
(c) 2005 Business Wire.

File 613:PR Newswire 1999-2005/Sep 22
(c) 2005 PR Newswire Association Inc

File 624:McGraw-Hill Publications 1985-2005/Sep 21
(c) 2005 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2005/Sep 21
(c) 2005 San Jose Mercury News

File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

5/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02632923 Supplier Number: 25078181 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Creative Is King: Fallon takes to the global stage. (Special Report: Agency of the Year)
(Profiles Fallon Minneapolis, SHOOT's Agency of the Year)
Shoot, v 42, n 49, p 25(4)
December 07, 2001
DOCUMENT TYPE: Journal; Company Overview ISSN: 1074-5297 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2624

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...he was Buddy Lee tough; why is he going out of the game?' It's **free exposure** and **promotion** from **people** you respect."

AGENCY NETWORK

Last year, Fallon agreed to be acquired by Paris-based ad...

5/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02601078 Supplier Number: 25057439 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Bank of America, Visa Go for Olympic Gold. (Advertising)
(Bank of America launches \$60 million effort; Visa's Olympic TV spots, via BBDO, N.Y., feature the women's bobsled team, alpine skier Chad Fleischer and Visa-accepting Utah-area businesses that cater to winter sports)
Brandweek, v 42, n 43, p 5(1)
November 19, 2001
DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 445

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Visa consumers who have the acceptance power of the card, as well as to its **member** banks and merchants, according to Michael Lynch, Visa's svp-event and sponsorship marketing.

Promotions include a first-time tie-in with NBC that will award randomly selected cardholders \$10...

5/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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02587451 Supplier Number: 25046589 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Hollywood Notes: Twentieth launching cross-promotion
(Twentieth Television is launching five new cross-promotional campaigns)
Electronic Media, v 20, p 29
November 05, 2001

DOCUMENT TYPE: Journal ISSN: 0745-0311 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 186

TEXT:

...Cook, president and chief operating officer of Twentieth Television.
"The advertiser has the benefit of **additional** media **exposure** and the association with high-profile hit series. We have additional media reach and frequency that drives **viewers** to our programs, plus additional **ad** revenues."

...

5/3,K/4 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02541772 Supplier Number: 24943763 (USE FORMAT 7 OR 9 FOR FULLTEXT)
ONLINE BRANDING -- BEYOND THE CLICKS
(Average click-through rates on Internet have fallen to less than one-half of 1%)

Medical Marketing & Media, v 36, n 8, p 12
August 2001

DOCUMENT TYPE: Journal ISSN: 0025-7354 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 764

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...declined to less than one-half of 1 percent. Web publishers have focused on page **views**, unique visitors, and **ad** exposures while marketers have requested that their Internet **advertising** be based on **click - through** rates or cost per action. In the **click - through** model, **advertisers** only pay for **banner** ads that are clicked on. Pepsi, McDonald's, Claritin, or Viagra, can all benefit from...

...Web publishers are moving toward a policy that does not allow any branding in the **click - through** deals. Unbranded messages tend to get higher **click - through** rates anyway but this policy was really developed to avoid giving **advertisers** millions of **free** branding **exposures**, that have considerable value, at little or no charge.

A new study by Jupiter Media...

5/3,K/5 (Item 5 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

02417563 Supplier Number: 24805913 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Second Coming
(Marketers must tailor the Internet to their particular needs when advertising online; US digital advertising market is expected to increase from \$15,202 mil in 2001 to \$62,657 mil in 2005)

American Demographics, v 23, n 4, p 28+
April 2001

DOCUMENT TYPE: Journal ISSN: 0163-4089 (United States)
LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1649

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...at AdRelevance.

Branding can be achieved through a variety of means. Even the much-maligned **banner** plays its part. **People** browsing the Internet often stare at a screen for several seconds while a page downloads, so a **banner** that appears at the top of that page--particularly if it repeats each time the page is accessed--has a significant impact on its **viewer**. Of 12 **banner** ads tested by the IAB in its **Advertising Effectiveness Study**, 11 showed marked improvement in **advertisement** awareness after a single additional exposure. And each additional exposure to an ad boosted awareness...

5/3,K/6 (Item 6 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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02109729 Supplier Number: 25636280 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Shoe-Ins; Several footwear firms rank as some of the world's most prominent women's brands.

(Easy Spirit dominates the women's wholesale footwear market with a 9.1% stake, followed by Nine West at 5.7%; and Nike the men's market at 10%, followed at Rockport at 8.3% and Cole Haan at 8%; discusses results)

Footwear News, v 56, n 12, p 21+

March 20, 2000

DOCUMENT TYPE: Journal ISSN: 0162-914X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1475

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...be a player, Selame advised, "but you have to be a smart player."

Effective brand **promotion** means placing a symbol or trademark -- the ubiquitous Nike swoosh for example -- before the **public** as much as possible, she said. However, often the most visible -- and least expensive -- areas for brand **exposure** are " **free** " space, she said. They include bags, boxes and the soles of the shoes.

"Get the...

5/3,K/7 (Item 7 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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02047382 Supplier Number: 25530680 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Testing the Waters

(WorldGate Communications is testing its Channel Hyperlinking technology, which lets viewers use Internet Web sites via their televisions)

Cable World, v 11, n 50, p 64+

December 13, 1999

DOCUMENT TYPE: Journal ISSN: 1042-7228 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1272

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...call to action. Some advertisers will have to settle for image building.

"A lawyer's ad may get **additional exposure** so people remember his name," said Kunkel. "It's difficult to make the ad a call to action. Can you imagine: click here if you want to divorce your..."

5/3,K/8 (Item 8 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01991674 Supplier Number: 25489288 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Bidder's Edge Aggregates eBay Again
(Bidder's Edge, which aggregates various online auction sites for Internet users, to resume carrying eBay one month after eBay spoke out against such firms)

Newsbytes News Network, p N/A
November 02, 1999

DOCUMENT TYPE: Journal (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 477

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...of eBay auctions when it announced it would include links at the request of eBay- **member** sellers who wanted **additional exposure** for their merchandise. At the time, Carney told Newsbytes that, "because their sellers are essentially..."

5/3,K/9 (Item 9 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.

01896703 Supplier Number: 24698679 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Big Show
(Sports magazine advertisers and publishers are jointly developing programs to build brand equity for advertisers and magazines)

Brandmarketing, v VI, n 7, p 14+
July 1999

DOCUMENT TYPE: Journal ISSN: 1091-6962 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1317

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...either cover a variety of sports or focus on one. The latter, vertical magazines, are **viewed** as authorities in their fields, like Runners World and Bicycling.

Bart Yasso, race and event **promotion** director at Runners World, focuses on "running events alone. We **view** our involvement in events as a means of getting our **advertisers additional exposure** as well as showing to our

reader that we really care about them."
Zvia Herrmann...

5/3,K/10 (Item 10 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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01511207 Supplier Number: 24209057 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Canadian Web Banner Service Launched
(World Wide Web banner plan for Canadian and Canadian-content Web sites
lets site operators promote their pages for free)
Newsbytes News Network, p N/A
March 24, 1998
DOCUMENT TYPE: Journal (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 285

TEXT:
...Canada and sites with Canadian content. A site can participate at no cost and get **free exposure** on other sites at the rate of one banner appearance for every two **people** who visit the site and see the Canada HyperBanner. **Advertisers** can purchase **banner exposure** at the rate of C\$17 per 1,000 exposures, or C\$15 in...

5/3,K/11 (Item 11 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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00946062 Supplier Number: 23517480 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MTV Creates PPV Movie Campaign
(MTV: Music Television has created a promotion that links its popular movie
awards show with pay-per-view titles)
Multichannel News, v 17, n 20, p 20
May 13, 1996
DOCUMENT TYPE: Journal ISSN: 0276-8593 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 383

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...PPV -- MTV research shows that MTV viewers are more likely to purchase PPV programming than **viewers** of most other basic networks, Abrams said.

"It's a way for us to give **additional exposure** for the awards while, at the same time, (it) provides an unbeatable promotion for cable...

5/3,K/12 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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02280812 92091446
Bank of America, Visa go for Olympic Gold
Cassidy, Hilary
Brandweek v42n43 PP: 5 Nov 19, 2001
ISSN: 1064-4318 JRNL CODE: IADW
WORD COUNT: 458

...TEXT: Visa consumers who have the acceptance power of the card, as well as to its **member** banks and merchants, according to Michael Lynch, Visa's svp-event and sponsorship marketing.

Promotions include a first-time tie-in with NBC that will award randomly selected cardholders \$10...

5/3,K/13 (Item 2 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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02212600 78204331

Online branding--beyond the clicks

McKillen, Dan

Medical Marketing & Media v36n8 PP: 12-14 Aug 2001

ISSN: 0025-7354 JRNL CODE: MMM

WORD COUNT: 715

...TEXT: declined to less than one-half of 1 percent. Web publishers have focused on page **views**, unique visitors, and **ad** exposures while marketers have requested that their Internet **advertising** be based on **click - through** rates or cost per action. In the **click - through** model, **advertisers** only pay for **banner** ads that are clicked on. Pepsi, McDonald's, Claritin, or Viagra, can all benefit from...

...Web publishers are moving toward a policy that does not allow any branding in the **click -- through** deals. Unbranded messages tend to get higher **click - through** rates anyway but this policy was really developed to avoid giving **advertisers** millions of **free** branding **exposures**, that have considerable value, at little or no charge.

Figure 1

Figure 2

A new...

5/3,K/14 (Item 3 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

02188003 74889239

Professionalism, oversight, and institution-balancing: The Supreme Court's "second best" plan for political debate on television

Levi, Lili

Yale Journal on Regulation v18n2 PP: 315-382 Summer 2001

ISSN: 0741-9457 JRNL CODE: YJR

WORD COUNT: 36160

...TEXT: FORCE ON PRESIDENTIAL DEBATES, supra note 61, at 148 (1995). That a debate on a **public** broadcasting station is an opportunity for **free exposure** is not a reason to discount such strategic behavior. Because **public** stations are statutorily not permitted to charge for **advertisements** by political candidates, all such candidates-whether mainstream or fringe-have audience access without the...

5/3,K/15 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

02055271 57953860

The sleeper effect and negative political advertising

Lariscy, Ruth Ann Weaver; Tinkham, Spencer F
Journal of Advertising v28n4 PP: 13-30 Winter 1999
ISSN: 0091-3367 JRNL CODE: JOA
WORD COUNT: 11683

...TEXT: support for both of these determinants. Specifically, we observed a significant absolute sleeper effect when **participants** initially perceived the attacker to have low credibility at the time of exposure to the negative **ad**. This is perfectly compatible with the dissociation studies that dominated early sleeper effect research. A...

5/3,K/16 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01749267 04-00258

Comcast channel wins big Cablevision clearance

Larson, Megan
Mediaweek v8n47 PP: 18 Dec 14, 1998
ISSN: 1055-176X JRNL CODE: MEW
WORD COUNT: 343

...TEXT: sales Bob Bubeck says he is talking to Nielsen about recalibrating meters.

Despite the low **viewership**, some local **advertisers** are supporting the channel, citing its value-added appeal. "Cross- **promotion** is a major opportunity," said Fran Durst, a representative for First Union. First Union Atlantic...

5/3,K/17 (Item 6 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
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01675078 03-26068

Online media buying

Yoegel, Rob
Target Marketing v21n7 PP: 56, 81 Jul 1998
ISSN: 0889-5333 JRNL CODE: ZIR
WORD COUNT: 1154

...ABSTRACT: file downloads on a screen. A more important measurement tool is the one impression (or **view**) of that Web page, or the one time a Web surfer saw The Horah Group **banner advertisement** on the magazine's home page. The term **click - through** was next to garner a lot of attention. A **click - through** is the number of times someone clicks on an **ad** and links from the Web page to your Web site. Lastly, what you can buy...

5/3,K/18 (Item 7 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
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01602009 02-52998

The new 'recency' planning

Ephron, Erwin

Mediaweek v8n11 PP: 14-15 Mar 16, 1998

ISSN: 1055-176X JRNL CODE: MEW

WORD COUNT: 1303

...ABSTRACT: planning never claims that one exposure is enough. It argues that, in the short term, **additional exposures** are wasteful because the average **viewer** is not likely to be in the market. Scanner-panel data show that reaching more...

5/3,K/19 (Item 8 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01422075 00-73062

The effects of negative comparative political advertising on candidate evaluations and advertising evaluations: An exploration

Pinkleton, Bruce

Journal of Advertising v26n1 PP: 19-29 Spring 1997

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 5962

...TEXT: participate in the elective process. Clearly more research is needed in this area before sound **public** policy decisions can be formalized.

Future research examining the effects of comparative political **advertising** should attempt to provide a greater understanding of the findings reported here. Ideally, study replication...

5/3,K/20 (Item 9 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01374233 00-25220

From Bubba to fat-free

Mundy, Alicia

Mediaweek v7n6 PP: 22-26 Feb 10, 1997

ISSN: 1055-176X JRNL CODE: MEW

WORD COUNT: 1535

...TEXT: service were up on the air two weeks after CommCo was hired in November. Political **ad** makers work fast.

How do the creative agencies **view** CommCo and the likes of political consultants doing crisis management? Many sources inside both teams...

5/3,K/21 (Item 10 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01366385 00-17372

Local promotion

Koss-Feder, Laura

Hotel & Motel Management v212n2 PP: 32-34 Feb 3, 1997

ISSN: 0018-6082 JRNL CODE: HOM

...ABSTRACT: revenue like their restaurants and bars do, are opening their fitness centers to the general **public**. Selling individual and corporate memberships, plus local **promotion** of fitness- and spa-related packages, can turn often under-used exercise facilities into significant...

5/3,K/22 (Item 11 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01291224 99-40620

Broadcasters seek 'friendly' programing

Littleton, Cynthia

Broadcasting & Cable v126n38 PP: 29-30 Sep 9, 1996

ISSN: 1068-6827 JRNL CODE: BRO

...ABSTRACT: one of those brand names that is so high in terms of recognition value that **people** feel compelled to watch. As a result, On Assignment commands premium **advertising** rates, in spite of its **additional** cable **exposure** on superstation WTBS(TV) Atlanta. The success of the On Assignment series led Turner Program...

5/3,K/23 (Item 12 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01077950 97-27344

Champion of sponsorship

Douglas, Torin

Marketing Week v18n11 PP: 19 May 26, 1995

ISSN: 0141-9285 JRNL CODE: MWE

WORD COUNT: 1028

...TEXT: of the sponsorship.

The new sponsorship tracking study shows that even when a brand is **advertising** heavily, the **additional exposure** is valuable. Kellogg's Frosties has been sponsoring Gladiators. While 64 per cent of **people** were aware of the Frosties' **advertising**, the sponsorship added a further seven per cent to the brand's "**advertising**" awareness.

The new study also asks detailed questions about **viewers**' appreciation of the sponsorship for example, whether they enjoyed the way the brand was promoted...

5/3,K/24 (Item 13 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00994865 96-44258

Safety consulting: The view ahead

Kuhar, Mark S

Occupational Hazards v57n3 PP: 43-46 Mar 1995

ISSN: 0029-7909 JRNL CODE: OHA

WORD COUNT: 2429

...TEXT: are some great things coming out on the internet," Sarkis said. "You can't really **advertise**, but you can enter into discussions with **people** from all over the world who have similar interests. It's a powerful tool. I hope to get some **additional exposure** out of that kind of medium."

Haag networks across professional boundaries to make the kinds...

5/3,K/25 (Item 14 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00929015 95-78407

The New York Times classified ads on the Internet via The Pipeline

Anonymous
Information Today v11n9 PP: 50 Oct 1994
ISSN: 8755-6286 JRNL CODE: IFT
WORD COUNT: 686

...TEXT: in which The Times may not be readily available. It's estimated that millions of **people** worldwide currently use the Internet. Some **advertisers** may elect to place an e-mail address in the **ad** to encourage electronic responses. If the test is successful, The Times will consider expanding participation...

5/3,K/26 (Item 15 from file: 15)
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00919503 95-68895

Reap big rewards with free publicity

Newberry, Chris A
Life Association News v89n9 PP: 133 Sep 1994
ISSN: 0024-3078 JRNL CODE: LAN
WORD COUNT: 339

...TEXT: and other high-cost image enhancers. They all do a good job and work some **public** relations magic, but the best **public** relations **exposure** is **free**. When you're introduced as an insurance expert on a local radio talk show, quoted...

5/3,K/27 (Item 16 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00889760 95-39152

Increasing cognitive response sensitivity

Wansink, Brian; Ray, Michael L; Batra, Rajeev
Journal of Advertising v23n2 PP: 65-75 Jun 1994
ISSN: 0091-3367 JRNL CODE: JOA
WORD COUNT: 5227

...TEXT: hypothetical example or illustration of what another subject might have written when he or she **viewed** a related **ad** (Keller 1987). A second method is to provide subjects with a practice trial followed with...

5/3,K/28 (Item 17 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00644867 92-59807

Context Effects on Recall and Recognition of Magazine Advertisements

Norris, Claire E.; Colman, Andrew M.

Journal of Advertising v21n3 PP: 37-46 Sep 1992

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 5953

...TEXT: to watch the target programs. In those circumstances a positive relationship between program involvement and **advertisement** effectiveness can arise from the fact that **viewers** are more likely to choose programs they find involving and less likely to **view** uninvolving programs. A television **viewer** cannot skip over the **advertising** material accompanying a program in order to continue **viewing** the program without interruption. Selective attention does, of course, allow a **viewer** to ignore the **advertisements**, but a **viewer** who is deeply involved in the program and is in an aroused and attentive state...

...turn off the signal and is therefore likely to absorb at least some of the **advertising** material. An uninvolved **viewer**, by contrast, is more likely to change channels, to turn off the signal, or to...

5/3,K/29 (Item 18 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00587890 92-03063

Sticking to the Basics

Farmer, Thomas D.

American Agent & Broker v63n12 PP: 36-40 Dec 1991

ISSN: 0002-7200 JRNL CODE: AGB

...ABSTRACT: to fulfill these basic principles. The agency's name is kept in front of the **public**. Farmer Brothers gains **additional exposure** by sponsoring a signboard bearing the agency's name at the local Little League ballpark...

5/3,K/30 (Item 19 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00355431 87-14265

U.S.-Style TV Turns on Europe

Tully, Shawn

Fortune v115n8 PP: 96-98 Apr 13, 1987

ISSN: 0015-8259 JRNL CODE: FOR

ABSTRACT: Europe is turning to a free-market policy for its television industry, and **advertisers**, program sellers, and **viewers** are benefiting. **Viewers** are being attracted to a greater variety of programming. Long stymied by **advertising** bans and quotas on state-owned TV, **advertisers** are getting additional exposure, and the advent of multinational networks allows Europe to be treated...

5/3,K/31 (Item 20 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00155083 81-24960

Hog Farmers and Insomniacs Need Information, Too

Joyner, Henry

Journal of Organizational Communication v10n4 PP: 16-18 Fall 1981

ISSN: 0162-5659 JRNL CODE: JOC

...ABSTRACT: ago, Gulf States Utilities Company, an electric and gas utility in Beaumont, Texas, started a **public safety advertising** campaign using purchased air time and PSAs. The safety campaign received immediate support from the...

5/3,K/32 (Item 21 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00150339 81-20216

Marketing: Kicking Perrier in the Derriere

Sharkey, John

Inc. v3n9 PP: 165-166 Sep 1981

ISSN: 0162-8968 JRNL CODE: INO

...ABSTRACT: sales. Scoville has focused his campaign by taking direct aim at the French company in **advertising**. Scoville has made Artesia successful with good **promotion** and free **public** relations. He took his story straight to those who could give **free exposure** to thousands of **people** -newspapers, trade magazines, and radio and television stations. He created a feature angle for telling...

5/3,K/33 (Item 22 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00106303 80-00143

A Place for Public Relations in the Marketing Mix

Goodrich, Jonathan N.; Gildea, Robert L.; Cavanaugh, Kevin

MSU Business Topics v27n4 PP: 53-57 Autumn 1979

ISSN: 0024-8460 JRNL CODE: BTO

...ABSTRACT: similarities. Both try to make the company and its products better known. Marketing uses paid **advertising** which it can control and which reaches the buyer directly, while **public** relations specialists must consider intermediaries. Both marketing and **public** relations practitioners must have extensive knowledge of the mass media. The same research techniques are used to test public opinion. Both fields are interested in stimulating **public** interest in new products, and they play supporting roles in corporate strategy. **Public** relations generally receives media **exposure free** of charge. Its releases are also more neutral and more believable. One reason for mixing marketing and **public** relations is the increasing specialization of publications, making paid **advertising** much more expensive. ...

5/3,K/34 (Item 23 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00034325 76-00084

MORNING ILLUMINATION REVISITED

PRASSE, HENRY

MEDIA DECISIONS V10 N11 PP: 80 NOV. 1975

ISSN: 0025-6900 JRNL CODE: MED

ABSTRACT: AS THE DAYLIGHT HOURS AVAILABLE FOR THE **VIEWING** OF OUTDOOR **ADVERTISING** DWINDLES, IT IS TIME TO RETURN TO THE SUBJECT OF MORNING ILLUMINATION, OR MORE IMPORTANTLY...

5/3,K/35 (Item 24 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00032736 75-11184

MARKETING

OSTROW, JOSEPH

MEDIA DECISIONS V10 N10 PP: 78 OCT. 1975

ISSN: 0025-6900 JRNL CODE: MED

...ABSTRACT: OF FREQUENCY DISTRIBUTION. THIS IS ACCOMPLISHED BY ANALYZING, NOT THE NUMBER OF TIMES AN AVERAGE **VIEWER** WILL SEE THE **AD**, BUT HOW MANY WILL SEE IT ONCE, TWICE, AND SO FORTH. COUPLED WITH AN ASSESSMENT...

5/3,K/36 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

10062271 Supplier Number: 83554572 (USE FORMAT 7 FOR FULLTEXT)

Planned or impulse purchases? How to create effective infomercials.

Agee, Tom; Martin, Brett A.S.

Journal of Advertising Research, v41, n6, p35(8)

Nov, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Refereed; Trade

Word Count: 4073

... attitudes and purchase intentions. A mail survey by Elliott, Speck, and Alpert (1995) indicated that **viewers** generally had negative beliefs about infomercials, which significantly affected attitude and purchase intentions, although **additional exposure** to infomercials did have a positive effect. Donthu and Gilliland (1996) studied the psychographics of ...

5/3,K/37 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

09234814 Supplier Number: 80352373 (USE FORMAT 7 FOR FULLTEXT)

Bank of America, Visa Go for Olympic Gold. (Advertising). (Brief Article)

Cassidy, Hilary

Brandweek, v42, n43, p5(1)

Nov 19, 2001

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade
Word Count: 489

... Visa consumers who have the acceptance power of the card, as well as to its **member** banks and merchants, according to Michael Lynch, Visa's svp-event and sponsorship marketing.

Promotions include a first-time tie-in with NBC that will award randomly selected cardholders \$10...

5/3,K/38 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

09165525 Supplier Number: 79914693 (USE FORMAT 7 FOR FULLTEXT)
Hollywood Notes. (Brief Article)
Freeman, Michael; Pursell, Chris
Electronic Media, v20, p29
Nov 5, 2001
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 685

... Cook, president and chief operating officer of Twentieth Television. ``The advertiser has the benefit of **additional media exposure** and the association with high-profile hit series. We have additional media reach and frequency that drives **viewers** to our programs, plus additional **ad** revenues.''

Among the prizes: all-expense-paid travel by luxury train to Transylvania for ``Buffy...

5/3,K/39 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08918774 Supplier Number: 77352428 (USE FORMAT 7 FOR FULLTEXT)
Crown Media Signs New Agreement With DIRECTV, Inc. Increasing Hallmark Channel U.S. Distribution to 40 Million Subscribers.
Business Wire, p2215
August 21, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1003

... of coverage across the country, expanding our distribution to approximately 40 million subscribers. With the **additional exposure** to **viewers**, we hope to further increase the ratings for our valued programming. And the combination of...

5/3,K/40 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08801549 Supplier Number: 76545845 (USE FORMAT 7 FOR FULLTEXT)
New Millennium Provides Mobile LED for Celebrity Classic Golf Event.
Business Wire, p2482
July 16, 2001

Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 377

... are displayed on buildings or poles like traditional billboards, and project video or computer formatted **advertisements** that can be remotely updated. Products and services may be **viewed** at <http://www.nmmimedia.com>.

This press release includes statements that may constitute "Forward-looking..."

5/3,K/41 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08480630 Supplier Number: 72508777 (USE FORMAT 7 FOR FULLTEXT)
Turner link may help WB slay 'Buffy' suitors. (Turner Broadcasting and WB Television Network) (Brief Article)
FREEMAN, MICHAEL
Electronic Media, v20, p3
March 26, 2001
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 1094

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...of Turner Broadcasting Systems. "We're now in an 80-channel universe for the average **viewer**," Mr. Ancier said. "So it simply makes sense (to do the **additional exposures**) ... just as **people** do with feature films where it plays in a theater, pay-per-**view**, DVD, on premium (cable), on a network or whatever. This is just a way of..."

5/3,K/42 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08476204 Supplier Number: 72493249 (USE FORMAT 7 FOR FULLTEXT)
Artists on MP3.com Bid Online to Increase Exposure; Popularity of Auction Activities Spreads to 16 Genres of Music.
PR Newswire, p0985
March 30, 2001
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 742

... online auction process to secure high-visibility positioning throughout MP3.com's web site. The **Promo** Auction process can be **viewed** by visiting www.mp3.com/auction.

Promo Auctions were created in response to numerous musicians...

5/3,K/43 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

08137945 Supplier Number: 67936398 (USE FORMAT 7 FOR FULLTEXT)

• **FAST TRACK. (Cold Fusion Foods) (Brief Article)**

ROHLAND, PAMELA

Entrepreneur, v28, n11, p177

Nov, 2000

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 355

... company's Web site (www.coldfusionfoods.com), in addition to links on other sites, generate **additional exposure**.

Greatest challenge: Educating consumers about a product that's the first of its kind. " **People** think this is just a really expensive popsicle," Madden says of the frozen power bars...

5/3,K/44 (Item 9 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

07423624 Supplier Number: 62496831 (USE FORMAT 7 FOR FULLTEXT)

PartTrackers.com Drives Internet Customers to Parts Suppliers

Doors. (Company Business and Marketing)

EDGE: Work-Group Computing Report, pNA

June 5, 2000

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 334

... out an online form and submits their quote.

-- Free Promotion. PartTrackers.com gives the supplier **free** Internet **exposure**.

-- All part supplier quotes are kept confidential. Part suppliers do not have access to **view** their competitors quotes to the consumer.

PartTrackers.com is the ultimate resource that gives the...

5/3,K/45 (Item 10 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

07199036 Supplier Number: 61411318 (USE FORMAT 7 FOR FULLTEXT)

Spotlight burns bright at big dance. (college basketball national championship) (Brief Article)

Schoettle, Anthony

Indianapolis Business Journal, v21, n1, p3A

March 20, 2000

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 924

... This has certainly gotten our name out there," Foust said.

"Valparaiso is now a name **people** recognize, and we couldn't have bought that."

Based on the **free exposure** tournament schools get in local and national print publications and through radio and television coverage...

5/3,K/46 (Item 11 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

07158573 Supplier Number: 60602335 (USE FORMAT 7 FOR FULLTEXT)
**SHOE-INS; SEVERAL FOOTWEAR FIRMS RANK AS SOME OF THE WORLD'S MOST PROMINENT
WOMEN'S BRANDS. (Brief Article) (Statistical Data Included)**

Silverman, Dick
Footwear News, p21
March 20, 2000
Language: English Record Type: Fulltext
Article Type: Brief Article; Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 1488

... be a player, Selame advised, "but you have to be a smart player."
Effective brand **promotion** means placing a symbol or trademark --
the ubiquitous Nike swoosh for example -- before the **public** as much as
possible, she said. However, often the most visible -- and least expensive
-- areas for brand **exposure** are " **free** " space, she said. They include
bags, boxes and the soles of the shoes.
"Get the...

5/3,K/47 (Item 12 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

07099995 Supplier Number: 60004762 (USE FORMAT 7 FOR FULLTEXT)
**Virtual Communities Inc. and SmartAge.com to Provide Banner Advertising
Exchange Service to Small Businesses.**

Business Wire, p1408
March 8, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 845

... the related network of smaller sites. Each site joining the
community's network will exchange **banner** ads with other **participants** in
the network.

The SmartClicks(R) banner exchange service features free banner
advertising creation capabilities...

5/3,K/48 (Item 13 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

07042069 Supplier Number: 57513508 (USE FORMAT 7 FOR FULLTEXT)
DRUM MONTH NETWORK RADIO PROMOTIONS. (Brief Article)

Music Trades, v146, n10, p28
Nov, 1998
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 258

... Twenty-five drums with "Best Of The Best" graphic heads will be
donated by PMC **member** companies as prizes in the network's 25th
Anniversary **promotions** .

5/3,K/49 (Item 14 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06919894 Supplier Number: 58411075 (USE FORMAT 7 FOR FULLTEXT)
**TESTING the Waters. (Worldgate's Massillon Cable Television
test/internet-connected TV)**
HARDESTY, LINDA
Cable World, v11, n50, p64
Dec 13, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2048

... call to action. Some advertisers will have to settle for image building.

"A lawyer's ad may get additional exposure so people remember his name," said Kunkel. "It's difficult to make the ad a call to action. Can you imagine: click here if you want to divorce your..."

5/3,K/50 (Item 15 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06812541 Supplier Number: 56952190 (USE FORMAT 7 FOR FULLTEXT)
Creating Sales in Uncertain Times.
Beck, Saul
Frozen Food Digest, v15, n1, p6
Oct, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 797

... they were one of the "big ones," and they got the business they were after. **Public** relations goes arm-in-arm with **advertising** in reaching potentials markets. A good PR organization can legitimately get you editorial space and...

5/3,K/51 (Item 16 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06784962 Supplier Number: 57242314 (USE FORMAT 7 FOR FULLTEXT)
Bidder's Edge Aggregates eBay Again 11/02/99.
Bonisteel, Steven
Newsbytes PM, pNA
Nov 2, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 501

... of eBay auctions when it announced it would include links at the request of eBay- **member** sellers who wanted **additional exposure** for their merchandise. At the time, Carney told Newsbytes that, "because their sellers are essentially..."

5/3,K/52 (Item 17 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06550629 Supplier Number: 55395532 (USE FORMAT 7 FOR FULLTEXT)
WelcomeTo Search Engine, Inc. helps advertisers coupon-enable banner ads.
PR Newswire, p8442
August 9, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 736

... advertising, and consumers are increasingly taking advantage of online coupons. We believe interactive coupon-enabled **banners** will be extremely compelling to consumers because they can easily and quickly **click through** to a vendor's e-commerce site to make a purchase. **Advertisers** will also appreciate the **additional exposure** that will occur each time a user opens their personal Xpress Coupons Book.'
The growing...

5/3,K/53 (Item 18 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06397734 Supplier Number: 54833558 (USE FORMAT 7 FOR FULLTEXT)
MSN LinkExchange Wins PC Magazine's Editors' Choice Award for its 'Excellent' Services for Small Businesses.
PR Newswire, p5666
June 9, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 702

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

* BannerNetwork. Web site owners can build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/54 (Item 19 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06371743 Supplier Number: 54741437 (USE FORMAT 7 FOR FULLTEXT)
artists now proud to pitch.
Brandweek, v40, n21, pS-13
May 24, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1280

... Flaming Lips singer Wayne Coyne. "I don't see anything intrinsically wrong with it. Those **ad people** sure do offer a lot of money, and you don't have to do a...

5/3,K/55 (Item 20 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06343044 Supplier Number: 54644282 (USE FORMAT 7 FOR FULLTEXT)
MSN LinkExchange's ListBot Service Surpasses 10 Million Subscriber Mark.
PR Newswire, p1306
May 17, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 791

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

* **Banner** Network. Web-site owners build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/56 (Item 21 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06326789 Supplier Number: 54591304 (USE FORMAT 7 FOR FULLTEXT)
artists now proud to pitch.
olson, catherine applefeld
Billboard, v111, n19, pS-13(1)
May 8, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; General
Word Count: 1276

... Flaming Lips singer Wayne Coyne. "I don't see anything intrinsically wrong with it. Those **ad people** sure do offer a lot of money, and you don't have to do a...

5/3,K/57 (Item 22 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

06316746 Supplier Number: 54553417 (USE FORMAT 7 FOR FULLTEXT)
First Ever Streaming Media Branding Study Shows Significant Increases in Brand Impact.
PR Newswire, p3286
May 5, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 729

... the study show that recall of the 800.COM brand increased significantly after a single **additional** streaming **advertising exposure**. Fifty-percent (50%) of the **people** who were exposed to 800.COM's streaming **ad** noticed and remembered it in connection with the brand. This represents a 213% increase over those **people** who were not exposed to the **ad**. Additionally, the number of **people** in the test group who were aware of 800.COM's brand after being exposed to the streaming media **ad** was 160% greater than the number of **people** in the control group who were aware of the 800.COM brand.

"We are big...

5/3,K/58 (Item 23 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

05827783 Supplier Number: 50337270 (USE FORMAT 7 FOR FULLTEXT)
Online Marketing 101
Dennis, Charles
Convenience Store News, p176
Sept 14, 1998
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 795

... What is entailed is simply being willing to display the particular
ring or service's **banner ad** on your site. Your web site's **banner ad**
will likewise be displayed on participating **member** web sites.

10. Use a web-statistics analysis program. Learn to love the stats and

...

5/3,K/59 (Item 24 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

04999828 Supplier Number: 47342637 (USE FORMAT 7 FOR FULLTEXT)
Linking Tracking to Pretesting with an 'ARM'
Bruzzone, Donald E.; Tallyn, Deborah J.
Journal of Advertising Research, p74
May, 1997
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Professional
Word Count: 2597

... when they were pre-tested in the same manner. We were concerned
that the impact **advertising** had on **people** in these pre-tests, where
they were in effect forced to look at it, might...

5/3,K/60 (Item 25 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

04372158 Supplier Number: 46412270 (USE FORMAT 7 FOR FULLTEXT)
Chrysler ads win black buyers
Automotive News, p3
May 27, 1996
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 600

... directly at black Americans about 20 percent each year since 1993,
and she believes the **additional exposure** has helped Chrysler sales.

'We try to target blacks from a lifestyle point of **view** ,' MacKenzie
said. 'We have a clear objective to support this market; we spend a lot...

5/3,K/61 (Item 26 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

04208520 Supplier Number: 46155506
Park's past plays role in future
Orlando Sentinel (FL), pH1
Feb 18, 1996
Language: English Record Type: Abstract
Document Type: Newspaper; Trade

ABSTRACT:

...seek to regain the park's previous prominence through marketing on the OPM system (Other **People** 's Money). The system, which was devised by the park's founder, Dick Pope, makes use of **exposure**, **promotions** and **free** publicity to market the park. Presently, there are the tapings of an outdoor home-improvement...

5/3,K/62 (Item 27 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

03210630 Supplier Number: 44402641 (USE FORMAT 7 FOR FULLTEXT)
Boots Enter The Picture
Entertainment Marketing Letter, v7, n2, pN/A
Feb, 1994
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 440

... deal with Coke was to open new retail outlets for the soft-drink giant.

A **participant** in the six-month-long **promotion** indicated that while Coke top management in Atlanta was eager to gain the **additional exposure** that some 2,000-plus True Value outlets could provide, the regional bottlers were less...

5/3,K/63 (Item 28 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

02643271 Supplier Number: 43519692 (USE FORMAT 7 FOR FULLTEXT)
U.S. advertisers come home to Times Square
Advertising Age, v63, n51, p12
Dec 14, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 461

... companies say having their name or image on a Times Square board is tantamount to **advertising** to local, national and international audiences simultaneously. An estimated 750,000 **people** pass through the area every day, and **advertisers** get **additional exposure** when Times Square is featured in movies, on TV and in post cards.

'It's...

5/3,K/64 (Item 29 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2005 The Gale Group. All rts. reserv.

02059893 Supplier Number: 42661861 (USE FORMAT 7 FOR FULLTEXT)
VIEW FROM THE TOP: THUMB WRESTLING
ADWEEK Eastern Edition, v33, n2, p18
Jan 13, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1132

... and to create a system of rewards for those commercials that provide high rates of **viewer** retention.

Right now, there is no financial incentive to make **advertisers** care about **viewer** retention. Because the free market system demands incentives, Audience Retention Bonus points would be redeemable for " **free** " **exposure** on TV. This would entirely change the type of **advertising** being created for television and would stop **people** from emigrating to ad-free television and videotape.

If, in spite of the bonus structure, some advertisers still want...

5/3,K/65 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

14149012 SUPPLIER NUMBER: 81105589 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Creative Is King: Fallon takes to the global stage. (Special Report: Agency of the Year).
Dunlap, Bill
SHOOT, 42, 49, 25(4)
Dec 7, 2001
ISSN: 1074-5297 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2818 LINE COUNT: 00211

... he was Buddy Lee tough; why is he going out of the game?' It's **free exposure** and **promotion** from **people** you respect."
AGENCY NETWORK
Last year, Fallon agreed to be acquired by Paris-based ad...

5/3,K/66 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

13116962 SUPPLIER NUMBER: 69280229 (USE FORMAT 7 OR 9 FOR FULL TEXT)
From Pete to Pele, the tops in sports history. (Brief Article)
CALABRIA, PATRICK
LI Business News, 47, 52, 43A
Dec 29, 2000
DOCUMENT TYPE: Brief Article ISSN: 0894-4806 LANGUAGE: English
RECORD TYPE: Fulltext
WORD COUNT: 893 LINE COUNT: 00071

... late October evenings in Toronto, just the satisfy the thirst of TV networks for more **viewers** (and **advertising** dollars) -- and to heck with the school kids who couldn't stay up to 11...

5/3,K/67 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

13071800 SUPPLIER NUMBER: 69664864 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Session Gives Tips On Dealing With the Press ... On Your Terms.
Kalish, Karen; Slye, Joseph
Nation's Cities Weekly, 24, 2, 5
Jan 15, 2001
ISSN: 0164-5935 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1822 LINE COUNT: 00135

... that again: Every interview is YOUR interview. It's a chance for exposure and "free **advertising**", to inform the **public** and clear up misconceptions, and to put you and your administration in a positive light
...

5/3,K/68 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

11629787 SUPPLIER NUMBER: 57292682 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Public Art Project Captures International Interest, Local Hearts.
Foss, Gilad; Clark, Terry Nichols
Nation's Cities Weekly, 22, 43, 7
Oct 25, 1999
ISSN: 0164-5935 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 756 LINE COUNT: 00063

... on in a big way. The combination of publicity and cross promotion from civic boosters, **free exposure** in the city's most heavily traveled areas, and an infectious gimmick have made them a **public** relations goldmine for the city and its burgeoning tourist industry. Tourists and native Chicagoans alike...

5/3,K/69 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

09936304 SUPPLIER NUMBER: 20094006 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Point of view. (interview with Columbia TriStar VP Nancy Harris and Cheryl Lodinger)
Magiera, Marcy
Video Business, v17, n45, p16(1)
Nov 3, 1997
ISSN: 0279-571X LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 855 LINE COUNT: 00068

... promotions. Our studio generally is more conservative than the others. For us, the intent is **additional exposure**.
VB: Can you measure the effectiveness of a cross-promotional offer?
Harris: We can tell how many **people** took advantage of the offer, but here's the catch: Let's assume you get...

5/3,K/70 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

09726375 SUPPLIER NUMBER: 19745333 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Comedy Central keeps radio active. (radio show 'RadioActive')

Horak, Terri
Billboard, v109, n33, p67(2)
August 16, 1997
ISSN: 0006-2510 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1724 LINE COUNT: 00131

... job done, but I use them as well because, as Madonna has taught us, any **promotion** is good **promotion**."

"Saturday Night Live" (SNL) cast **member** Jim Breuer says he tries to stop by a remote broadcast whenever he has time...

5/3,K/71 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

08901456 SUPPLIER NUMBER: 18426744
What can one TV exposure do? (effectiveness of television advertising)
Gibson, Lawrence D.
Journal of Advertising Research, v36, n2, p9(10)
March-April, 1996
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 4426 LINE COUNT: 00410

...ABSTRACT: offer valuable insights into the absolute effect of a single additional exposure of a television **advertisement**. TRI-NET is a research method in which **participants** are not aware that they are part of an **advertising** effectiveness study. The first experiment, conducted in 1976, was intended to examine the predictive validity...

... absolute effect of a single additional exposure of a TV commercial. TRI-NET is a **member** of the class of real-world experiments - experiments in which respondents cannot know they are subjects in an **advertising** effectiveness study, either at the time of the commercial exposure or at the time of...is so small. (This suggests that multiple exposures actually may be necessary for effective TV **advertising** in order to build the TV audience rather than to affect an individual **viewer**). Finally, few researchers have actually looked for a one-time effect.

Some advertising research has...

5/3,K/72 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

07706308 SUPPLIER NUMBER: 16456521 (USE FORMAT 7 OR 9 FOR FULL TEXT)
News Corp. offsets NFL loss.
McClellan, Steve
Broadcasting & Cable, v125, n7, p45(1)
Feb 13, 1995
ISSN: 1068-6827 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 462 LINE COUNT: 00034

...ABSTRACT: advertising dollars than anticipated. The company is using its \$600 million profit from the initial **public** offering of BSKyB to offset the broadcasting loss. Management believes that the **additional exposure** the company gains from television football games will make up for the initial losses. News...

5/3,K/73 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

07667512 SUPPLIER NUMBER: 16395101 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Advertisers question effective frequency. (new model proposed)
Friedman, Wayne
Inside Media, p21(1)
Jan 18, 1995
ISSN: 1046-5316 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 509 LINE COUNT: 00039

... Finally, near the time of the purchase one exposure has a far greater impact than **additional exposures**.

"You don't want to reach **people** often over short period of time, not because you won't get more response, but...

5/3,K/74 (Item 10 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

07566860 SUPPLIER NUMBER: 16396992 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Art for sale. (music advertising)
Sculatti, Gene
Billboard, v106, nSPEISS, p144(11)
Nov 1, 1994
ISSN: 0006-2510 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1814 LINE COUNT: 00142

... the drive that takes an artist to a record company, and advertising--be it the "**free**" **promotion** of radio **exposure** or the multiple impressions of a print campaign--in turn delivers the artist's work to the **public**.

From the beginning, advertisements have been among Billboard's most colorful features. The magazine's...

5/3,K/75 (Item 11 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

07515104 SUPPLIER NUMBER: 15804058 (USE FORMAT 7 OR 9 FOR FULL TEXT)
THE NEW YORK TIMES TO PUT CLASSIFIED ADS ONLINE ON THE INTERNET VIA THE PIPELINE
PR Newswire, p0907NY090
Sept 7, 1994
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 988 LINE COUNT: 00079

... in which The Times may not be readily available. It's estimated that millions of **people** worldwide currently use the Internet. Some **advertisers** may elect to place an e-mail address in the **ad** to encourage electronic responses. If the test is successful, The Times will consider expanding participation...

5/3,K/76 (Item 12 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

06710168 SUPPLIER NUMBER: 14470271 (USE FORMAT 7 OR 9 FOR FULL TEXT)
How to get your name in the paper. (periodical marketing) (Small Magazine Workshop) (Column)
Daniel, Joseph E.
Folio: the Magazine for Magazine Management, v22, n16, p106(1)
Sept 15, 1993
DOCUMENT TYPE: Column ISSN: 0046-4333 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1077 LINE COUNT: 00076

ABSTRACT: Magazines may get additional exposure from bigger magazines or newspapers through creative editorials and **public** relations. Magazines should tap potential publications and writers from where they may be mentioned and get additional **promotions**. Send writers advance copies of each magazine issue. The editorials and features must be original...

5/3,K/77 (Item 13 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

06508696 SUPPLIER NUMBER: 13946852 (USE FORMAT 7 OR 9 FOR FULL TEXT)
People marks 20 years with ad package; magazine seeks eight major sponsors for multimedia buy. (People magazine)
Brockinton, Langdon
Inside Media, p24(1)
June 9, 1993
ISSN: 1046-5316 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 726 LINE COUNT: 00056

... aren't precluded from buying space in the issue. The sole stipulation is that an **advertiser** cannot purchase TV time only.

While **People** continues feverishly pitching advertisers, Lincoln-Mercury has agreed to buy two minutes of time on...

5/3,K/78 (Item 14 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05923203 SUPPLIER NUMBER: 12786381 (USE FORMAT 7 OR 9 FOR FULL TEXT)
An investigation of factors underlying practitioners' attitudes toward comparative advertising.
Muehling, Darrel D.; Stoltman, Jeffrey J.
International Journal of Advertising, v11, n2, p173(11)
Spring, 1992
ISSN: 0265-0487 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 4408 LINE COUNT: 00384

... Tremblay (1975) reported the results of a pilot study involving 16 Dallas and Houston advertising **people**. The basic finding was that these individuals were negatively predisposed to comparative advertising. Providing ' **free exposure** ' for the competitive brand, potential loss of prestige for the **advertised** brand, and consumer confusion, were identified as reasons for concern. Interestingly, however, though some agency **people** expressed a negative attitude toward comparative **advertising**, they indicated they had used, and anticipated that they would continue to use, this approach...

5/3,K/79 (Item 15 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05814827 SUPPLIER NUMBER: 12050737 (USE FORMAT 7 OR 9 FOR FULL TEXT)
CBS/Fox goes for the gold with new Olympic tapes. (CBS/Fox Video to release
" 1992 Winter Olympics Highlights" and "1992 Winter Olympics Figure
Skating" videos)

Fitzpatrick, Eileen

Video Business, v12, n11, p40(2)

March 20, 1992

ISSN: 0279-571X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 423

LINE COUNT: 00032

... that are "key to marketing this type of tape," says Sal Scamardo,
director of program **promotions** and **public** relations at CBS/Fox.

Chrysler will be using the Olympic Highlights tape as part of...

5/3,K/80 (Item 16 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05800280 SUPPLIER NUMBER: 11840602 (USE FORMAT 7 OR 9 FOR FULL TEXT)
"Syndicator/local sales cooperation is something new to stations." (Column)

Oldham, J. Philip

Broadcasting, v122, n6, p63(1)

Feb 3, 1992

DOCUMENT TYPE: Column ISSN: 0007-2028

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 826 LINE COUNT: 00066

... each of our programs, we have created sponsorship packages that
include in-program billboard positions, **advertiser** -taggable theme week
on-air **promo** spots, taggable TV Guide and print ads, and issue-oriented
viewers ' guides.

* Provide the manpower and personal attention to see that good
intentions achieve results. Inventory...

5/3,K/81 (Item 17 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05756865 SUPPLIER NUMBER: 11796333 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Thumb wrestling: today's viewers can avoid any commercial with the flick of
a finger. (television advertising) (View From the Top)**

McNeely, Mark; Marshall, Scott

ADWEEK Eastern Edition, v33, n2, p18(2)

Jan 13, 1992

ISSN: 0199-2864

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1171

LINE COUNT: 00090

... of viewer retention.

Right now, there is no financial incentive to make advertisers care
about **viewer** retention. Because the free market system demands
incentives, Audience Retention Bonus points would be redeemable for " **free**
" **exposure** on TV. This would entirely change the type of **advertising**
being created for television and would stop **people** from emigrating to ad
-free television and videotape.

If, in spite of the bonus structure, some advertisers still want...

5/3,K/82 (Item 18 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05546765 SUPPLIER NUMBER: 11611381 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**K-III's Reilly feels backlash over McQuillen quote. (William K. Reilly,
Harry McQuillen) (Briefings) (Brief Article)**
Folio: the Magazine for Magazine Management, v20, n12, p5(1)
Dec 1, 1991
DOCUMENT TYPE: Brief Article ISSN: 0046-4333 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 129 LINE COUNT: 00009

TEXT:

...network sees the magazine as a vehicle to promote its soaps and give its advertisers **additional exposure**. It was sold to **viewers** through a 900 number **advertised** on its programs, and is being tested on newsstands this month, says NBC vice president...

5/3,K/83 (Item 19 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

05216058 SUPPLIER NUMBER: 10894871 (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Giving 'previously viewed' 2nd look: 'Tracy' leads pack of used-vid promos.
(Home Video)**
McCullaugh, Jim
Billboard, v103, n22, p59(2)
June 1, 1991
ISSN: 0006-2510 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1506 LINE COUNT: 00113

... Universal Pictures Home Video has been doing it in the past with post-street-date **advertising**, and have met with success. Selling previously **viewed** has always been a good category. And if a dealer pushes it upfront, consumer intent...

5/3,K/84 (Item 20 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

03522528 SUPPLIER NUMBER: 06443448 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Getting extra mileage from editorial. (column)
Haberstroh, Charles, Jr.
Folio: the Magazine for Magazine Management, v17, n5, p178(3)
May, 1988
DOCUMENT TYPE: column ISSN: 0046-4333 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1977 LINE COUNT: 00160

... more than just recruit prize contributors for the Development Program. It provided those companies with **additional media exposure** and recognition by informing the media, and in turn the **public**, about the generous contributions of the aftermarket manufacturers.

And, as stephenson says, the publicity compilation...

5/3,K/85 (Item 21 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

03420481 SUPPLIER NUMBER: 06773389
The effects of advertisement encoding on the failure to discount information: implications for the sleeper effect.
Mazursky, David; Schul, Yaacov
Journal of Consumer Research, v15, n1, p24(13)
June, 1988
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

...ABSTRACT: which is manifested by increased message effectiveness over time, was observed in two replications when **participants** were induced to encode the message elaboratively. Under this condition, consumers were guided to imagine themselves consuming the **advertised** products while **viewing** the ads. The sleeper effect was not observed, however, when consumers were not induced to...

5/3,K/86 (Item 22 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2005 The Gale Group. All rts. reserv.

01765150 SUPPLIER NUMBER: 02786233 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Upscale city magazines: giving stores the local touch.
Haze, Dolores
Consumer Electronics, v11, p116(1)
June, 1983
ISSN: 0362-4722 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 933 LINE COUNT: 00076

... its plan to offer discounts to national advertisers who buy ads in at least five **member** magazines.

Many publishers believe national consumer electronics advertisers would run local dealer tags in each magazine, giving retailers **additional exposure** at no cost.

The different California city magazines offer a similar 10 percent off package...

5/3,K/87 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

02036355
Skoal sweeps offers \$100,000 'haul'
US Distribution Journal October, 1988 p. 34
ISSN: 0741-2258

... truck in conjunction with the Skoal Man 'Be you own boss' sweepstakes. Over 95 mil **people** will be reached by print and regional print **advertising**. Some 600 of the nation's busiest truck stops will **advertise** the sweepstakes. Some 20 tie-in promotional events will give the sweepstakes additional exposure.

...

5/3,K/88 (Item 2 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01636248

Doin' the direct mail two-step.
SALES & MARKETING MANAGEMENT May, 1987 p. 77-78

Solar Additions (Greenwich, Vermont), a prebuilt sunroom manufacturer, budgets \$500,000+/yr for direct response **advertising**. The firm runs black and white ads in leading consumer magazines which feature large pictures of sunrooms with **people** relaxing in them. The ads are designed to give people a sense of what a...

... and Marketing developing marketing programs designed to convert leads into sales. Solar has an aggressive **public** relations effort that caters to the **public**'s fascination with sunrooms which gives the firm **additional** editorial **exposure**. The firm is applying its marketing formula to a new product line to include custom...

5/3,K/89 (Item 3 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01477603

Wendy's switch to Coke should heat up cola wars.
COLUMBUS DISPATCH (OH) October 16, 1986 p. SecG,11

... 000 total restaurants. Pepsico's large chains do not feature hamburgers, Wendy's mainstay, and **advertising** was aimed at **people** to buy pizza, tacos, chicken and dissuade them from buying hamburgers. Coca Cola sell a...

... soft drink accounts switches in the image-sensitive cola wars, the winner gets lots of **free** positive **exposure** in the media, plus more **people** will try its products, according to Ippolito Christon and Company principiapl A Christon. ...

5/3,K/90 (Item 4 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01417517

Peoples to expand 'fantastic' cosmetic expo.
DRUG STORE NEWS September 15, 1986 p. 12

Peoples Drug will expand its cosmetic **promotion** exhibition to Atlanta, Georgia, to raise consumer awareness of its cosmetic offerings. In early-1986, Peoples attracted some 50,000 **people** to its first annual cosmetics exhibit in Washington, District of Columbia. The results of the ...

5/3,K/91 (Item 5 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01206084

Broadcast beat: Is a minute on the Super Bowl worth a cool million?.
MARKETING & MEDIA DECISIONS May 27, 1985 p. 160

... chatter factor,' the creative must really 'stand out' to make an impact, especially if an **advertiser** is only purchasing 1-2 spots. JWT found that 75 percent+ of Super Bowl **viewers** watch the game at a friend's or relative's house, and 33 percent of...

...possible ways in which other media can be tied in to the Super Sunday TV **exposure** to create ' **additional** top spin.' It suggests avenues of **public** relations, sales **promotion** and trade incentive activities to stretch the \$1 million investment.

...

5/3,K/92 (Item 6 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

00834747

The Home Shopping Channel is apparently off to a flying start.
Cable Marketing August, 1982 p. 91

... purchase ad time on the channel with gift certificates with face value equivalent to their **ad** commitments. The certificates are then offered to **viewers** at a discount. This permits barter **advertising**, and creates traffic for the store and **additional free exposure** for the merchant. The remainder of the 24- hour schedule is filled with classic movies...

5/3,K/93 (Item 7 from file: 160)
DIALOG(R) File 160:Gale Group PROMT(R)
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00784864

When attempting to create advertising with a high level of involvement, a single long presentation or numerous short ones may be the best approach, believes HE Krugman, manager, public opinion research, General Electric.

Marketing News June 25, 1982 p. 71

... to build a corporate image or reputation in a company-sponsored show, he believes that **additional exposures** are in order. Krugman feels that if the intention of a series of ads is to focus the **viewer**'s attention and promote involvement, all of the ads must be viewed because it is...

5/3,K/94 (Item 1 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

04606717 Supplier Number: 60072172 (USE FORMAT 7 FOR FULLTEXT)

RUSSIA: PUTIN PLAYS THE RELUCTANT CANDIDATE.

IPR Strategic Business Information Database, pNA
March 12, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 394

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Moreover, he is trying to make a virtue out of his refusal to use the **free media exposure** guaranteed ...candidates. Putin's claim not to be campaigning is misleading, since many of his recent **public** appearances have no policy importance and appear aimed at showing that he has the support...

...far, Putin has not taken advantage of any free air time or purchased any paid **advertisements**. Speaking in Surgut on 3 March, he said he believes **people** in power should show the electorate concrete actions and not "brainwash" **people** with commercials. A few days later, Putin went further, implying that the candidates who are taking advantage of their **free media exposure** are somehow less worthy. Speaking to journalists in Ivanovo on 7 March, Putin said that **people** running for office "should be involved with practical activities and not **advertising**." He characterized both televised debates and campaign videos as advertising akin to commercials about "what..."

5/3,K/95 (Item 2 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

04594509 Supplier Number: 60072884 (USE FORMAT 7 FOR FULLTEXT)

i-plus freemail offers first ever free high street email services.

M2 Presswire, pNA

March 13, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1047

... sponsors. Advertising messages can be included on emails, which when distributed by the consumer, offer **additional**, potentially worldwide, **exposure**.

Among the opportunities for advertisers includes on-screen branding, advertising messages and a facility to **click - through** to a micro web site. This can be adapted from an existing sponsor's web...

5/3,K/96 (Item 3 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

04199643 Supplier Number: 54921520 (USE FORMAT 7 FOR FULLTEXT)

MICROSOFT: MSN LinkExchange and Network Solutions team up to provide marketing services to small businesses.

M2 Presswire, pNA

June 16, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1133

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

BannerNetwork. Web site owners can build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/97 (Item 4 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

04194091 Supplier Number: 54855210 (USE FORMAT 7 FOR FULLTEXT)
MICROSOFT: MSN LinkExchange wins PC Magazine award for its "excellent" services for small businesses.
M2 Presswire, pNA
June 10, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 740

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

BannerNetwork. Web site owners can build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/98 (Item 5 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

04175343 Supplier Number: 54664618 (USE FORMAT 7 FOR FULLTEXT)
MICROSOFT: MSN LinkExchange's ListBot service surpasses 10 million subscriber mark.
M2 Presswire, pNA
May 18, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 784

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

Banner Network. Web-site owners build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/99 (Item 6 from file: 636)
DIALOG(R) File 636:Gale Group Newsletter DB(TM)
(c) 2005 The Gale Group. All rts. reserv.

01501048 Supplier Number: 42113211 (USE FORMAT 7 FOR FULLTEXT)
ADVERTISING/PROMOTION: PLANTERS NUTS MARKETING CASE HISTORY
Food Marketing Briefs, v5, n6, pN/A
June, 1991
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 367

... Everybody Loves a Nut." The commercials starred a very hip, updated Mr. Peanut and "real" **people** doing zany acts. (Auditions for these commercials add considerable **free** media **exposure** to the Planters Nuts communications arsenal.) This idea also extends to retailer-customized

advertising and...

5/3,K/100 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

16492008 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**b2bBiz.com President & CEO Reviews the Achievements of b2bYellowpages.com
And Discusses New Initiatives Designed to Benefit the Business Community**
PR NEWSWIRE
May 03, 2001
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 579

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... us the clear choice for businesses that desire a greater online presence, thereby providing the **additional** online **exposure** necessary to succeed in today's electronic economy."

b2bYellowpages.com continues to enhance its **member** services. Members are now provided with at least 20 ways to promote their businesses, including...

5/3,K/101 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

12527691 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Webwatch
BUSINESS TELEGRAPH
August 22, 2000
JOURNAL CODE: WBST LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 485

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... You could also register with a company like www.bannerz.co.uk This offers 500 **free exposures** of your **banner** to every other **member** who signs up with the service. The only drawback is the irritation factor.
But remember...

5/3,K/102 (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

11267373 (USE FORMAT 7 OR 9 FOR FULLTEXT)
(PR) PartTrackers.com Drives Internet Customers to Parts Suppliers Doors
PR NEWSWIRE
May 30, 2000
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 348

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... out an online form and submits their quote. -- Free Promotion. PartTrackers.com gives the supplier **free** Internet **exposure** . -- All part supplier quotes are kept confidential. Part suppliers do not have access to

view their competitors quotes to the consumer.
PartTrackers.com is the ultimate resource that gives the...

5/3,K/103 (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

10448361 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Kanakaris Internet Box Office Goes Hollywood with Ad Campaign
PR NEWSWIRE
April 06, 2000
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 481

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... full-line catalogs, independent and foreign. 7) Multiple security layers, including access to all hits, **viewings** and transactions. 8) We can also screen your trailers for **free** and provide huge **exposure** opportunities with CinemaPOP.com interviews of actors, directors and studio execs.

The CEO concludes the...

5/3,K/104 (Item 5 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

10031069 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Cityspace: i-plus freemail offers first ever free high street email services
M2 PRESSWIRE
March 13, 2000
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1018

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... sponsors. Advertising messages can be included on emails, which when distributed by the consumer, offer **additional**, potentially worldwide, **exposure**.

Among the opportunities for advertisers includes on-screen branding, advertising messages and a facility to **click - through** to a micro web site. This can be adapted from an existing sponsor's web...

5/3,K/105 (Item 6 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

05750862 (USE FORMAT 7 OR 9 FOR FULLTEXT)
MSN LinkExchange and Network Solutions Team Up To Provide Marketing Services to Small Businesses
BUSINESS WIRE
June 15, 1999
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1206

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

--BannerNetwork. Web site owners can build exposure with free online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/106 (Item 7 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

04325169 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Dove doesn't come away squeaky clean: Comparative advertising has its downsides
PATRICK ALLOSSERY
FINANCIAL POST, p04
February 15, 1999
JOURNAL CODE: FFP LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 645

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... is that when you mention a competing brand in your advertising, you're giving it **free exposure**. And if **people** aren't paying strict attention, they might come away thinking they're being encouraged to...

5/3,K/107 (Item 8 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

03510230 (USE FORMAT 7 OR 9 FOR FULLTEXT)
New Web Advertising Medium Provides Free Ad Exposure ; Free , Personalized Screensavers Build On the Web, Keep Ads On User PC's for Months; Advertisers Only Pay Per Click - Through
BUSINESS WIRE
November 20, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 464

(USE FORMAT 7 OR 9 FOR FULLTEXT)

New Web Advertising Medium Provides Free Ad Exposure ; Free , Personalized Screensavers Build On the Web, Keep Ads On User PC's for Months; Advertisers Only Pay Per Click - Through

... advertising banners are automatically mixed into every screensaver. If users click on a banner, their **click - through** is registered and charged to the advertiser. The banner **exposures** themselves are **free** of charge.

"Unlike online greeting cards, building screensavers has always been a pain," says Frank...

5/3,K/108 (Item 9 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2005 Dialog. All rts. reserv.

01276070 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Campaign Diary: I'm only a punter but ..

CAMPAIGN

March 27, 1998

JOURNAL CODE: FCAM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 200

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... and 'advertising by the back door' are tirelessly reiterated. Pools companies complain about Camelot's **free** television **exposure** on the BBC, conveniently forgetting the years of free **advertising** they've had on Grandstand.

Other advertisers argue that **viewers** wouldn't mind ads on the Beeb because they hate paying the licence fee. They...

5/3,K/109 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00300582 20000614166B1777 (USE FORMAT 7 FOR FULLTEXT)

Lycos Europe Forms Pan-European Online Recruitment Partnership with topjobs.net plc

Business Wire

Wednesday, June 14, 2000 10:30 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 784

...Denmark.

The agreement stipulates that Lycos Europe will deliver a minimum of 100 million page **views** by placing links, in the form of **banners**, and branded and non-branded text links on its web sites in order to drive...

5/3,K/110 (Item 2 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2005 Business Wire. All rts. reserv.

00060253 19990615166B0347 (USE FORMAT 7 FOR FULLTEXT)

(MSFT) MSN LinkExchange and Network Solutions Team Up To Provide Marketing Services to Small Businesses

Business Wire

Tuesday, June 15, 1999 09:21 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 1,134

...GameSpot, as well as the LinkExchange network. With AdStore, small businesses can reach millions of **viewers** and build their online customer base.

--BannerNetwork. Web site owners can build **exposure** with **free** online **advertising** by showing **banner** ads on their site in exchange for placing ads on other network sites. The LinkExchange...

5/3,K/111 (Item 1 from file: 634)

DIALOG(R)File 634:San Jose Mercury
(c) 2005 San Jose Mercury News. All rts. reserv.

08800077

**AD WARS DOLE AND CLINTON BOMBARD SOUTHERN CALIFORNIA WITH LAST-MINUTE
CAMPAIGN SPOTS**

San Jose Mercury News (SJ) - Saturday, October 26, 1996

By: MARY ANNE OSTROM, Mercury News Staff Writer

Edition: Morning Final Section: Front Page: 19A

Word Count: 1,042

... crucial as getting the candidates on the evening news. Strategists say not only is the **exposure free**, but also **viewers** tend to give more validity to a news event. Both Clinton and Dole are making...

5/3,K/112 (Item 1 from file: 810)

DIALOG(R)File 810:Business Wire

(c) 1999 Business Wire . All rts. reserv.

0942835 BW0165

Business Wire Recap

November 20, 1998

Byline: Editors

...Management

Change (BW0030 09:01)

(SAVESCREEN.COM) SAN JOSE, Calif.--New Web Advertising Medium Provides **Free Ad Exposure**; **Free**, Personalized Screensavers Build On the Web, Keep Ads On User PC's for Months; Advertisers Only Pay Per **Click - Through** (BW1076 09:02)

(PENINSULA-GROUP) HONG KONG--The Peninsula Group Simultaneously Opens Two Hotels On...

5/3,K/113 (Item 2 from file: 810)

DIALOG(R)File 810:Business Wire

(c) 1999 Business Wire . All rts. reserv.

0771810 BW1079

**INTERNET ADVERTISING BUREAU: Internet Advertising Bureau and Ad Council
Launch Online Public Service Initiative**

November 12, 1997

Byline: Business Editors

...200 members -- will make available 5% of ad inventory on a space-available basis for **public** service announcements, providing an estimated one billion **free ad exposures** in the next calendar year. In addition, NetGravity, provider of online advertising management solutions, will...

5/3,K/114 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1283538

DAF003

Webstakes Launches its Own Promotion with New Scandinavian Invasion Sweepstakes

DATE: May 29, 1998

08:00 EDT

WORD COUNT: 499

... and fun way to increase traffic to the Webstakes.com site and, in turn, build **additional exposure** for our **advertisers** ' sites and products."

The Sweepstakes offers **participants** a chance to win a seven-day Scandinavian vacation packaged by SeaEurope(R) Holidays which...
?

Set	Items	Description
S1	2876	(FREE OR BONUS OR DISCOUNT? OR EXTRA OR INCENTIVE OR ADDITI- ONAL) (3N) EXPOSURE? ?
S2	133217	AD OR ADVERT? OR PROMO OR BANNER? ? OR PROMOTION? ?
S3	43	S1(S)S2
S4	20	S3 AND IC=G06F?

File 348:EUROPEAN PATENTS 1978-2005/Sep W02
(c) 2005 European Patent Office

File 349:PCT FULLTEXT 1979-2005/UB=20050915,UT=20050908
(c) 2005 WIPO/Univentio

4/3,K/1 (Item 1 from file: 348)
DIALOG(R) File 348:EUROPEAN PATENTS
(c) 2005 European Patent Office. All rts. reserv.

01930027

Secure transaction management

Verfahren und Vorrichtung zur gesicherten Transaktionsverwaltung

Procede et dispositif de gestion de transactions securisees

PATENT ASSIGNEE:

Intertrust Technologies Corp., (2434323), 955 Stewart Drive, Sunnyvale,
CA 94085, (US), (Applicant designated States: all)

INVENTOR:

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LEGAL REPRESENTATIVE:

Beresford, Keith Denis Lewis (28273), BERESFORD & Co. 16 High Holborn,
London WC1V 6BX, (GB)

PATENT (CC, No, Kind, Date): EP 1555591 A2 050720 (Basic)

APPLICATION (CC, No, Date): EP 2005075672 960213;

PRIORITY (CC, No, Date): US 388107 950213

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; LU; MC;
NL; PT; SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 861461 (EP 96922371)

INTERNATIONAL PATENT CLASS: G06F-001/00 ; G06F-017/60

ABSTRACT WORD COUNT: 147

NOTE:

Figure number on first page: NONE

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200529	1002
SPEC A	(English)	200529	194028
Total word count - document A			195030
Total word count - document B			0
Total word count - documents A + B			195030

INTERNATIONAL PATENT CLASS: G06F-001/00 ...

... G06F-017/60

...SPECIFICATION usage analysis (for example, market surveying), and/or compensation based upon the use and/or **exposure** to VDE managed content. Such metering is a flexible basis for ensuring payment for content...user identification, for example, paying fees associated with usage of content, performing home banking, managing **advertising** services, etc. VDE modular separation of these basic capabilities supports the programming of plural, "arbitrary..."

4/3,K/2 (Item 1 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2005 WIPO/Univentio. All rts. reserv.

01236246 **Image available**

SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER

**SYSTEME ET PROCEDE DE DISTRIBUTION D'ANNONCES PUBLICITAIRES INTERNET
POUVANT PASSER D'UN FORMAT D'ANNONCE PUBLICITAIRE TEXTE A UN FORMAT
GRAPHIQUE A LA DEMANDE DE L'UTILISATEUR**

Patent Applicant/Assignee:

GOOGLE INC, 1600 Amphitheatre Parkway, Building 41, Mountain View, CA
94043, US, US (Residence), US (Nationality), (For all designated states
except: US)

Patent Applicant/Inventor:

KONINGSTEIN Ross, 1028 Henderson Avenue, Menlo Park, CA 94025, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

BUROKER Brian M (et al) (agent), HUNTON & WILLIAMS LLP, 1900 K Street,
N.W., Washington, DC 20006, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200543345 A2-A3 20050512 (WO 0543345)

Application: WO 2004US36484 20041103 (PCT/WO US04036484)

Priority Application: US 2003516281 20031103; US 2003748682 20031231

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LU MC NL PL PT
RO SE SI SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14442

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... the results page (e.g., content page, search results page, etc.).

Additional examples of presenting **advertisements** and managing
advertising costs are discussed in U.S. Patent Application Serial No.
10/340,543, filed on January 10, 2003, entitled "Automated Price
Maintenance for Use With a System in which **Advertisements** are Rendered
with Relative Preferences" and U.S. Patent Application Serial No.
10/340,542, filed January 10, 2003, entitled "Automated Price Maintenance
for Use With a System in Which **Advertisements** are Rendered with
Relative Preference Based on Performance Information and Price
Information," which are incorporated by reference herein in their
entirety. **Advertisements** may be ordered based on accepted maximum **ad**
bid information, or a combination of maximum **ad** bid information and **ad**
performance information. For example, this information may be used to
determine a position (or some other **ad** preference) 1 5 value. Cost may
be determined based on the accepted maximum **ad** bid information and the
next lower position value. Certain days or time frames may be targeted
for increased exposure. For example, during the holiday season, an
advertiser may be willing to spend more on **advertisement** to increase
exposure. In addition, peak Internet usage times may also trigger
additional advertisement exposure. Additional examples of
determining and using time information (e.g., end user local time
information...

...week, local date, and/or local season information, etc.) for improving usefulness and performance of **advertisements** are discussed in U.S. Patent Application Serial No.

10/676,369, filed on October...

4/3,K/3 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

01236245 **Image available**

SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO FOLLOW THE USER TO
ADDITIONAL WEB PAGES

SYSTEME ET PROCEDE PERMETTANT A UNE ANNONCE PUBLICITAIRE DE SUIVRE UN
UTILISATEUR VERS DES PAGES WEB SUPPLEMENTAIRES

Patent Applicant/Assignee:

GOOGLE INC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, US, US
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

KONINGSTEIN Ross, 1028 Henderson Avenue, Menlo Park, CA 94025, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

BUROKER Brian M (et al) (agent), Hunton & Williams LLP, 1900 K Street,
N.W., Washington, DC 20006, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200543344 A2 20050512 (WO 0543344)

Application: WO 2004US36483 20041103 (PCT/WO US04036483)

Priority Application: US 2003516281 20031103; US 2003748681 20031231

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LU MC NL PL PT
RO SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 12190

Main International Patent Class: **G06F**

Fulltext Availability:

Detailed Description

Detailed Description

... the results page (e.g., content page, search results page, etc.).

Additional examples of presenting **advertisements** and managing
advertising costs are discussed in U.S. Patent Application Serial No.

10/340,543, filed on January 10, 2003, entitled "Automated Price
Maintenance for Use With a System in which **Advertisements** are

27

Rendered with Relative Preferences" and 1J. @i. Fatent Application Serial
No. 10/340...

...filed January 10, 2003, entitled "Automated Price Maintenance for Use With a System in Which **Advertisements** are Rendered with Relative Preference Based on Performance Information and Price Information," which are incorporated by reference herein in their entirety. **Advertisements** may be ordered based on accepted maximum **ad** bid information, or a combination of maximum **ad** bid information and **ad** performance information. For example, this information may be used to determine a position (or some other **ad** preference) value. Cost may be determined based on the accepted maximum **ad** bid information and the next lower position value. Certain days or time frames may be targeted for increased **I O** exposure. For example, during the holiday season, an **advertiser** may be willing to spend more on **advertisement** to increase exposure. In addition, peak Internet usage times may also trigger **additional advertisement exposure**. **Additional** examples of determining and using time information (e.g., end user local time information, including... ..date, and/or local season information, etc.) for improving usefulness and performance of **advertisements** are discussed in U.S. Patent Application Serial No.

10/676,369, filed on October...

4/3,K/4 (Item 3 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00994559

DIGITAL OPTIONS HAVING DEMAND-BASED, ADJUSTABLE RETURNS, AND TRADING EXCHANGE THEREFOR

OPTIONS NUMERIQUES A RETOURS AJUSTABLES BASEES SUR LA DEMANDE ET BOURSE D'ECHANGES COMMERCIAUX AFFERENTE

Patent Applicant/Assignee:

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US (Nationality)

Inventor(s):

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Legal Representative:

WEISS Charles A (et al) (agent), Kenyon & Kenyon, One Broadway, New York,
NY 10004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200323575 A2 20030320 (WO 0323575)

Application: WO 2002US30309 20020909 (PCT/WO US0230309)

Priority Application: US 2001950498 20010910

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 122079

Main International Patent Class: **G06F**

Fulltext Availability:
Claims

Claim

... a given state than to smaller amounts invested for that state, thereby providing another liquidity **incentive** . In any event, there are many possible functional forms for a DRF that could be...

4/3,K/5 (Item 4 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00945791 **Image available**

NETWORK BANNER ADVERTISEMENT SYSTEM AND METHOD

SYSTEME DE BANNIERE PUBLICITAIRE SUR RESEAU ET PROCEDE CORRESPONDANT

Patent Applicant/Assignee:

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(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BARSADE Jonathan, 336-338 Audubon Court, New Haven, CT 06510, US, US
(Residence), IL (Nationality), (Designated only for: US)
CHO Steven Y, 4735 Sepulveda Blvd., Apt. 234, Sherman Oaks, CA 91403, US,
US (Residence), KR (Nationality), (Designated only for: US)
ZELL Adam, 2230 Homestead Court, #112, Los Altos, CA 94024, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

MATOS Rick (agent), Innovar, L.L.C., P.O. Box 250647, Plano, TX
75025-0647, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200279951 A2-A3 20021010 (WO 0279951)
Application: WO 2002US9994 20020329 (PCT/WO US02009994)
Priority Application: US 2001279707 20010330; US 2001867223 20010529; US
2001306887 20010723; US 2001317142 20010906; US 2001322473 20010917; US
2001330990 20011106; US 2001340864 20011219

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 26298

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... then loaded into the same window or frame as the 2nd -NWDS, thereby enabling the **advertiser** to provide the user with **additional exposure** to the BA content, or parts thereof This process can further comprise the step of...

4/3,K/6 (Item 5 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2005 WIPO/Univentio. All rts. reserv.

00945785 **Image available**

COOPERATIVE INCENTIVE AND PROMOTION SYSTEM AND METHOD FOR USE ON A COMPUTER NETWORKING SYSTEM

SYSTEME COOPERATIF D'INCITATION ET DE PROMOTION ET SA MISE EN OEUVRE SUR UN SYSTEME DE RESEAU INFORMATIQUE

Patent Applicant/Inventor:

DUFFIELD George, Marketing Cents, L.L.C., 1950 Spectrum Circle, Suite 400, Marietta, GA 30067, US, US (Residence), US (Nationality)

Legal Representative:

MYERS Joel D (agent), Myers & Associates, Intellectual Property Law, P.C., Building 3, Suite 200, 1827 Powers Ferry Road, Atlanta, GA 30339, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200279943 A2-A3 20021010 (WO 0279943)

Application: WO 2002US9813 20020329 (PCT/WO US02009813)

Priority Application: US 2001280725 20010331

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7389

Main International Patent Class: G06F-017/00

Fulltext Availability:

Claims

Claim

provisional patent application entitled "Cooperative Incentive and **Promotion** Method for Use on a Computer Networking System" filed on March 31 2001, having assigned...

...said

application is incorporated herein by reference.

TECHNICAL FIELD

The present invention relates generally to **advertising** methods and, more specifically, to a cooperative incentive and **promotion** system and method encouraging subscription to electronic presentment and payment (EPP) vendor services, such as...to defray the expense of 15 printing recurring bills and statements is to include product **advertising** inserts therewith. This approach attempts to maximize the return on the already committed costs of...

...without examining the accompanying literature.

A similar method utilizes a return envelope with a perforated **advertisement** attached thereto, wherein removal of the leaflet is necessary in order to seal and use...the mind of the average consumer.

Others have committed large marketing budgets to the direct **promotion** of EBPP and ESP services. Unfortunately, consumer response has not been forthcoming, even despite such...

...are posed by the endless production of printed materials. For instance, millions of direct mail **advertising** flyers are distributed each month, in addition to printed bills and statements. Unintentionally contributing to waste management concerns, a large percentage of direct mail **advertisements** are immediately discarded, thus failing to influence their targeted audiences and resulting in a disadvantageously inefficient **advertising** strategy.

Therefore, it is readily apparent that there is a need for a cooperative incentive and **promotion** method wherein subscription to electronic bill presentment and payment (EBPP) and electronic statement presentment (ESP) services is encouraged by offering specific **advertiser** rewards, thereby reducing the number of printed bills and statements produced by one participating business interest; by enabling **promotion** of EBPP and ESP services while reducing, or eliminating marketing expenditures therefore, often enabling a positive revenue stream therefrom; by also providing an economical, environmentally sound **advertising** format for a second participating business or service, thus preventing the above-discussed disadvantages.

BRIEF...

...and meets the recognized need for such a device, by providing a cooperative incentive and **promotion** system and method encouraging subscription to electronic bill presentment and payment (EBPP) and/or electronic... printed bills and statements -produced by a first business while providing an economical, environmentally sound **advertising** format for a second business and increasing service utilization and resulting value growth of a...directed thereon.

Upon accessing the specified portal, the consumer follows a link 10 to an **advertiser** 's portal to redeem the coupon, receives a code for redemption at a later time...

...site of the provider responsible for generating the bill or statement is provided on the **advertiser** 's and/or host's page. The provider may incorporate 15 an additional incentive therein, ...enables a discount reducing the total payment due by the consumer. The cooperative incentive and **promotion** system and method foresees at least four direct beneficiaries, including the consumer, the billing and...

...electronic presentment and payment vendor (EPP) including EBPP and/or ESP solutions providers, and the **advertiser** . Each cooperative business participant appreciates both short-term and long-term profits, as does the...car insurance carrier, financial service provider or telecommunications company, receives direct compensation generated from cooperative **advertising** revenues for participating in 10 the herein disclosed system, thus immediately reducing the cost of... obtains a method to directly monitor consumer behavior and response to the cooperative incentive and **promotion** method, thereby enabling 20 direct response thereto.

The EPP or electronic presentment and payment vendor...term success
10 of EPP vendors.

The fourth direct beneficiary of the cooperative incentive and
promotion method is an **advertising** sponsor, ...or travel
15 industry providers such as an airline, car rental company or hotel.
The **advertiser** receives **advertising** at a fraction of the cost of
direct mail, eliminating all postage costs, wherein the effectiveness
surpasses that of direct mail. The cooperative incentive and
promotion method offers the **advertiser** greater exposure than direct
20 mail. Since the **advertisement** is positioned on a billing or
remittance envelope, insert, bill or statement, it is not...weeks before
paying a bill, it is likely that he or
she will see the **advertisement** at least two or three times. Other
benefits for the **advertiser** include an implied endorsement from the
billing entity, an ability to directly monitor the success of the **ad**
and, wherein the coupon relates to a web site, increased traffic
thereto providing opportunities to...invention is the ability
of such a system and method to provide consumer incentives and
promotions , wherein access to a global networking system such as the
Internet is utilized for receipt economical, environmentally sound
advertising format for a second
business.

I

A feature and advantage of the present invention is...

...printed bills and

statements produced by a first business, while providing an
economical, environmentally sound **advertising** format for a second
business and increasing the gross revenue of a third business.

A...the present invention is the ability
of a participating business to receive revenue from cooperative
advertising , thereby supplementing a marketing-, budget and/or
generating a revenue stream, ...is the ability
of such a system and method to provide a business with postage **free** ,
high- **exposure** promotional **advertising** .

A feature and advantage of the present invention is the ability
of such a system and method to provide an **advertiser** with the implied
endorsement of the biller or financial service provider.

A feature and advantage...

...the present invention is the ability

of such a system and method to enable an **advertiser** to directly
monitor the success of an **ad** .

A feature ...or statement provider

to directly monitor consumer behavior and response to the cooperative
incentive and **promotion** method, thereby enabling direct response
thereto.

A feature and advantage of the present invention is...throughout, and in
which:

FIG. 1 is a plan view of a printed inducement and **promotion** offer
according to a preferred embodiment of the present invention, showing
a billing envelope with a cooperative inducement and **promotion** offer
printed on the exterior rear flap and surface thereof.

FIG. 2 is a plan view of the printed inducement and **promotion**
offer of FIG. 1, showing a remittance envelope with a cooperative
inducement and **promotion** offer printed on the exterior rear flap and
surface thereof.

FIG. 2A is a view...

...a video display terminal having a host web

page with a cooperative inducement and **promotion** offer displayed

p

thereon, according to a preferred embodiment of the present invention. FIG. 2B...vendor services according to a preferred embodiment of the present invention, wherein an inducement and **promotion** offer is printed on an exterior of an outside envelope. FIG. 3A is a flowchart...

...and method for inducing

20 consumer subscription to EPP vendor services, wherein an inducement and **promotion** offer is printed on an inside flap of an outside envelope.

FIG. 3B is a ...system and method for inducing consumer subscription to EPP vendor services, wherein an inducement and **promotion** offer is printed on an inside flap of a remittance envelope.

FIG. 3C is a...

...system and method for inducing

consumer subscription to EPP vendor services, wherein an inducement and **promotion** offer is printed on an exterior of a remittance envelope.

FIG, 4 is a flowchart...

...system and method for inducing

consumer subscription to EPP vendor services, wherein an inducement and **promotion** offer is printed on a bill, statement or insert.

FIG. 5 is a flowchart of a preferred method of establishing the cooperative inducement and **promotion** system and method of FIG. 3.

FIG. 6 is a flowchart of a preferred method of compensation for the cooperative inducement and **promotion** system and method of FIG, 3.

FIG. 7 is a flowchart of a method of compensation for a cooperative inducement and **promotion** system and method, according to an alternate embodiment of the present invention.

FIG* 8A is...similar functions.

Referring now to FIG, 1, the present invention is a cooperative incentive and **promotion** system and method 10 for use on a computer networking system, such as the Internet, wherein cooperative incentive and **promotion** system and method 10 induces consumer subscription to electronic presentment and payment (EPP) services, such...As best seen in FIG. 3, the first step 100 in the cooperative incentive and **promotion** system and method 10 for inducing consumer subscription to electronic presentment and payment (EPP) vendor...

...the Internet must be utilized for receipt

thereof, is preferably printing the cooperative inducement and **promotion** offer on envelope 40. Second step 110 is preferably the consumer's receipt of envelope...accept reward offer 20 and receive benefit thereof, in step 140 of cooperative incentive and **promotion** system and method 10, consumer accesses a global networking 10 system such as the Internet...

...preferably proceeds to URL 30, as

directed. Preferably, in step 150 of cooperative incentive and **promotion** system and method 10, upon accessing web ...As best seen in FIG. 5, the preferred method of establishing the cooperative inducement and **promotion** system and method 10 described herein is initiated with a marketing host (Host) securing a participating in the cooperative inducement and **promotion** system and method 10. Host also secures promotional

sponsorship (**Advertiser**) 210, wherein preferably **Advertiser** is subjected to a fee for participation.

Preferably, Provider chooses the display location for the...

...envelope

228. Following notification as to the selected location for the display of offer 20, **Advertiser** provides an appropriately selected 10 offer message and logo 230, wherein Host forwards the message Host receives printing proof 250 and forwards the proof to Provider and **Advertiser** for final approval 260. Following receipt of such approval, Host preferably authorizes envelope printing to...

...Finally, Provider issues and mails bills or statements utilizing envelopes printed with cooperative inducement and **promotion** offer printed thereon 280 and the method of encouraging consumers to subscribe to EPP vendor service is initiated.

Preferably, cooperative incentive and **promotion** system and method 10 for inducing consumer subscription to EPP vendor services, such as EBPP and/or ESP enables Provider, **Advertiser**, EPP vendor or other authorized user to directly monitor the success of cooperative incentive and **promotion** system and method 10, wherein consumer behavior and response to the cooperative incentive and **promotion** system and method 10 can preferably be tracked, thereby enabling direct response thereto and wherein...seen in FIG. 6, the preferred method of compensation for participants of cooperative incentive and **promotion** system and method 10 for inducing consumer subscription to EPP vendor services, such as EBPP...

...Host securing a brokerage agreement with

Provider 300 and with Host securing an agreement with **Advertiser** 310. Provider preferably pays Host an initial commitment fee 320, wherein the commitment fee is...fee and/or the monthly fee could be removed as an obligation for the Provider.

Advertiser preferably pays Host an **advertising** fee, wherein such 5 fee is preferably based on cost per thousand impressions (CPM) 330...

...an easy to calculate method, wherein a flat

fee is charged per impression, or printed **advertisement**. For example, if **advertisement** is displayed on one million bills or statements per month and the charge is \$.01 per impression, **Advertiser** pays Host 10 \$10,000. Preferably, Host shares this revenue with Provider, wherein a 50 000 in shared **advertising** revenue, resulting in a net gain of \$4,000. Thus, Provider receives EBPP and/or ESP **promotion** not only without budget expenditures, but 15 realizes a direct profit therefrom. One skilled in the art would readily recognize that, while the described **advertising** fee share approach is preferred, other amounts and/or methods of assessment could be utilized without departing from the intended scope of the method presented herein.

Unlike CPM, revenue share **advertising** fees are performance based, are obligated and generated only upon success of the **advertisement**, and are preferably a percentage of revenue realized by **Advertiser**. For example, if an **advertisement** is displayed on one million bills or statements per month and one thousand consumers respond with an average \$60 purchase, **Advertiser** would realize \$60,000 in revenue. A 5% revenue share would generate \$3,000 in **advertising** fees payable to Host, wherein Host shares this revenue with Provider. Thus, for the example given.. Provider pays Host \$1,000, but receives \$1,500 in shared **advertising** revenue, resulting in a net gain of \$500. Again,

effective EBPP and ESP **promotion** is achieved and there is a profit in lieu of an expenditure.

As best seen in FIG. 7, an alternate method of compensation for participants of cooperative incentive and **promotion** system and method 10 for inducing consumer subscription

to EPP vendor services, such as
EBPP...

4/3,K/7 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00942062 **Image available**

DIGITAL OPTIONS HAVING DEMAND-BASED, ADJUSTABLE RETURNS, AND TRADING EXCHANGE THEREFOR

OPTIONS NUMERIQUES COMPORTANT DES RETOURS AJUSTABLES A BASE DE DEMANDE ET BOURSE D'ECHANGE A CET EFFET

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Legal Representative:

WEISS Charles A (et al) (agent), Kenyon & Kenyon, One Broadway, New York,
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200274047 A2-A3 20020926 (WO 0274047)

Application: WO 2002US7480 20020311 (PCT/WO US0207480)

Priority Application: US 2001809025 20010316

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 85860

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... on average (and in all but exceptionally rare cases), less than if there were an **exposure** to a single counterparty as is frequently the case in traditional markets. In other words...or more groups of DBAR contingent claims. Such a countermeasure can be used on an **ad hoc** basis in response to grave inefficiencies or unfair market manipulation. For example, process 922...

4/3,K/8 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
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00905157 **Image available**

**METHOD AND SYSTEM OF AN INTEGRATED BUSINESS TOPOGRAPHY AND VIRTUAL 3D
NETWORK PORTAL**

**PROCEDE ET SYSTEME D'UNE TOPOGRAPHIE COMMERCIALE INTEGREE ET PORTAIL DE
RESEAU VIRTUEL 3D**

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Legal Representative:

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Evanston, IL 60201, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200239216 A2-A3 20020516 (WO 0239216)

Application: WO 2001US44020 20011105 (PCT/WO US0144020)

Priority Application: US 2000245706 20001103

Designated States:

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prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 15789

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... for e-commerce topologies is their

marketing techniques. One source of site marketing known as **banners** can do quite a bit for building brand-name recognition of a company, a website, and a product or service. This is achieved by producing a **banner** that will be repetitively run on a Web site. If a customer finds the information of the **banner** useful, the customer can double click on the **banner** and the HTTP e-business address attached to the **banner ad** is executed to their browser. **Additional** customer **exposure** can be achieved by placing the **banner** on a **banner** exchange, which allows a company with nonextending operating budgets to compete with multi-million dollar corporations by 1 5 placing the **banner ad** on a virtual billboard. The **banner ad** rotates with other ads with a rate of recurrence dependant on the subscription price paid...

...conditions require each participating e-business host a billboard in order that other exchange customer **banner** ads can be shown on each participating ebusiness site.

Despite the marketing potential of banner...

4/3,K/9 (Item 8 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00903286 **Image available**

BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES
CIBLAGE D'ENTITES CLIENTS DETERMINE PAR L'ACHETEUR

Patent Applicant/Inventor:

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Legal Representative:

ELLIS William T (et al) (agent), Foley & Lardner, Suite 500, 3000 K
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200237377 A1 20020510 (WO 0237377)

Application: WO 2001US42834 20011030 (PCT/WO.US0142834)

Priority Application: US 2000243960 20001030; US 2001758239 20010112; US
2001837377 20010419; US 2001888439 20010626

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24312

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... Frederick qualifies and for each distribution channel. To avoid
excessive repetition, to give Frederick broad **exposure** to different
incentive offers and to give many qualified **advertisers**
the opportunity to offer **promotions** to Frederick, the display of an
advertisement in one distribution channel might, by way of example,
lower the ranking and place in a sequence of **advertisements** of that
same **advertisement** in another distribution channel. The system will
calculate the sequence and/or relative prominence of different
advertisements in each distribution channel, which could be based on
Frederick's purchase history, the scores...

...to which a particular distribution channel lends itself to the effective
display of a promotional **advertisement** for a particular product or
service and other factors. For example, the Bella Italia restaurant...

...position in the sequence in the email distribution channel because
Frederick has previously responded to **promotions** for newly opened
restaurants, and because the owner of the restaurant was willing to pay

...
...utilizing a distribution channel which is more likely to elicit a quick response to the **promotion** than other channels. Because the Bella Italia incentive offer was given the first position in...

4/3,K/10 (Item 9 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00902208

SYSTEM AND METHOD OF ADVERTISING ON A COMPUTER NETWORK
SYSTEME ET PROCEDE PUBLICITAIRES SUR UN RESEAU INFORMATIQUE

Patent Applicant/Inventor:

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Legal Representative:

TAUFER Paul A (et al) (agent), Schnader Harrison Segal & Lewis, LLP,
Suite 3600, 1600 Market Street, Philadelphia, PA 19103, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200235431 A1 20020502 (WO 0235431)

Application: WO 2001US32215 20011017 (PCT/WO US0132215)

Priority Application: US 2000241918 20001020

Designated States:

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AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3712

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/00

Fulltext Availability:

Detailed Description

Detailed Description

... screen shot, final scores are displayed with the current record high score of the day. **Advertising** images are also displayed on this page to provide **additional exposure**. The images may provide links to **advertisers**' websites or other information, such as a return to questions posed regarding those **advertisers**. A "play again" option is also provided in this illustrative embodiment. It is possible for...

4/3,K/11 (Item 10 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00868210

A PEOPLE NETWORKING AND LOCATING SYSTEM
SYSTEME DE LOCALISATION ET DE MISE EN RESEAU DE PERSONNES

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Legal Representative:

JAQUES Christopher (agent), 79 Dooring Street, Dickson, ACT 2602, AU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200201405 A1 20020103 (WO 0201405)

Application: WO 2001AU740 20010621 (PCT/WO AU0100740)

Priority Application: AU 20008306 20000623

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

US

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 3370

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... social setting, far beyond the environment of Internet cafes.

Product Benefits for.

ParticiRating Services

Increased **exposure** and therefore **additional** revenue from **advertising**

Increased membership revenue

A 'business card' for members

Percentage of card revenue (eg service membership...

4/3,K/12 (Item 11 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00855143 **Image available**

METHOD AND SYSTEM FOR CREATING AND VERIFYING DERIVATIVE CONTRACT TERMS USING PARTY RELATIONSHIPS

PROCEDE ET SYSTEME PERMETTANT DE CREER ET DE VERIFIER DES TERMES DE CONTRAT ELABORES A PARTIR DES RELATIONS DES PARTIES

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200188819 A1 20011122 (WO 0188819)

Application: WO 2001US15985 20010516 (PCT/WO US0115985)

Priority Application: US 2000204484 20000516

Designated States:

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AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM EE

ES FI GB GD GE HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV
MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 12414

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... for money or services, variable shipping rates in exchange for
different shipping delays, marketing and **promotion** in exchange for
greater **exposure** and sales, **discounted** products in exchange for new
or loyal customers, privacy in exchange for money, and money...

4/3,K/13 (Item 12 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00847426

SYSTEM AND METHOD FOR PROJECTING MARKET PENETRATION

SYSTEME ET PROCEDE SERVANT A PROJETER LA PENETRATION DU MARCHÉ

Patent Applicant/Assignee:

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Legal Representative:

VIKSINNS Ann S (agent), Schwegman, Lundberg, Woessner & Kluth, P.O. Box
2938, Minneapolis, MN 55402, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200180137 A2 20011025 (WO 0180137)

Application: WO 2001US12416 20010417 (PCT/WO US0112416)

Priority Application: US 2000550574 20000417

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prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13078

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... data and a share-based analytical scheme, Jones has examined purchases within one week of **ad** exposure, finding that a single exposure within that time period produces the majority of the positive share effect. While **additional exposures** beyond the first produce small gains, Jones concludes that effective frequency is in fact one, and that continuity of airing, rather than flighting, should be the **advertiser's** goal. Expanding on the work of Jones, Ephron (1995) draws media conclusions that (weekly...

4/3,K/14 (Item 13 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00796208 **Image available**
SYSTEM FOR IMPLEMENTING AN INTERACTIVE ADVERTISING CAMPAIGN
SYSTEME DE MISE EN OEUVRE D'UNE CAMPAGNE PUBLICITAIRE INTERACTIVE
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M4T 1L9, CA, CA (Residence), CA (Nationality)
Inventor(s):
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Legal Representative:
EVERITT Peter R (agent), Kvas Miller Everitt, Suite 3100, 3300 Bloor
Street West, Toronto, Ontario M8X 2X3, CA,
Patent and Priority Information (Country, Number, Date):
Patent: WO 200129716 A2-A3 20010426 (WO 0129716)
Application: WO 2000CA1250 20001023 (PCT/WO CA0001250)
Priority Application: US 99160817 19991021
Designated States:
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prior to 2004)
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Publication Language: English
Filing Language: English
Fulltext Word Count: 6106

Main International Patent Class: G06F-017/60
Fulltext Availability:
Detailed Description

Detailed Description

... will necessarily cost more than a campaign designed to reach a smaller, more regional audience. **Advertisers** must balance the costs of broad exposure with the potential increase in sales from the **additional exposure**. Efficiency is another concern because widely-distributed **advertisements** necessarily reach a large number of uninterested people, making the number of sales and responses to the **advertisement** relatively low compared to the number of people that the **advertisement** reached. Further, current **advertising** models make it difficult, if not impossible, for **advertisers** to track accurately the effectiveness of a specific **advertisement** because there is no way to link a particular

sale or response with a consumer's exposure particular **advertisement** .

There is a need for a system that provides more targeted, efficient marketing of goods...

4/3,K/15 (Item 14 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00788757 **Image available**

METHOD AND APPARATUS FOR DELIVERY OF TARGETED ADVERTISING AND CONTENT BASED
ON USER INTERACTION WITH ONLINE QUERIES ON A WIDE AREA NETWORK
PROCEDE ET APPAREIL DE PUBLICITE CIBLEE AU CONTENU BASE SUR DES ENQUETES EN
LIGNE SUR UN RESEAU A GRANDE ECHELLE

Patent Applicant/Inventor:

KIM Peter H I, 497 East California Boulevard #323, Pasadena, CA 91106, US,
US (Residence), US (Nationality)

Legal Representative:

BERLINER Brian M (et al) (agent), O'Melveny & Myers LLP, 400 South Hope
Street, Los Angeles, CA 90071-2899, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200122261 A2 20010329 (WO 0122261)

Application: WO 2000US25950 20000921 (PCT/WO US0025950)

Priority Application: US 99155071 19990921; US 2000665482 20000920

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

CN JP KR

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 10691

Main International Patent Class: G06F-017/00

Fulltext Availability:

Detailed Description

Detailed Description

... 1 5 opportunities for a performance-based pricing model (i.e.,
charging per response). With **banner** ads and other forms of online ads,
performancebased pricing occurs on a "click-through" basis. Most Web
publishers oppose this pricing model since **advertisers** often receive "
free " **exposure** of the ads or brands when user click-throughs do not
occur. Online polls are...

...that only the poll
question and its answer choices are initially displayed, without ads or
advertisers ' brands being shown. The **advertisers** have an opportunity
to
display their message only after a user responds to the poll...

...time their message or brands get exposure and the Web publishers no
longer face the " **free** " **exposure** problem.

Modification of User Profiles

In a yet further embodiment of the invention, Users are...

4/3,K/16 (Item 15 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00780531 **Image available**

**COMPUTER ARCHITECTURE AND PROCESS OF SEARCHING AND DISPLAYING PRINT
ADVERTISEMENTS OVER THE WORLD WIDE WEB**
**ARCHITECTURE D'ORDINATEUR ET PROCESSUS DE RECHERCHE ET D'AFFICHAGE DE
PUBLICITES IMPRIMEES PLACEES SUR LE WEB ET/OU L'INTERNET ET PROVENANT
DE JOURNAUX ET D'AUTRES MEDIAS SUR SUPPORT PAPIER**

Patent Applicant/Assignee:

THE E W SCRIPPS COMPANY, 312 Walnut Street, Suite 2800, Cincinnati, OH
45201-5380, US, US (Residence), US (Nationality)

Inventor(s):

FRANXMAN Glen H, 458 Glenview Court, Edgewood, KY 41017, US,

Legal Representative:

DONNER Irah H (et al) (agent), Hale and Dorr LLP, 1455 Pennsylvania
Avenue, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200113253 A2-A3 20010222 (WO 0113253)

Application: WO 2000US21733 20000810 (PCT/WO US0021733)

Priority Application: US 99148583 19990813; US 2000526549 20000316

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK DM DZ EE ES FI
GB GD GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ
UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

((OAPI utility model)) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14852

Main International Patent Class: G06F-013/00

Fulltext Availability:

Detailed Description

Detailed Description

... I have recognized that it would be desirable to
provide, as a service to the **advertisers**, the ability to take the ads
that ran in the newspaper and put them on the Internet which means, to
the **advertiser**, **additional exposure** or opportunities to sell the
object
of the **advertisement**.

Advantageously, the present invention is capable of managing
these print originated advertisements in an effective...

4/3,K/17 (Item 16 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2005 WIPO/Univentio. All rts. reserv.

00769425 **Image available**

INTERACTIVE PRINTER REWARD SCHEME

SYSTEME INTERACTIF DE RETRIBUTION D'IMPRIMANTE

Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:
 SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (Designated only for: US)
 LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU (Residence), NO (Nationality), (Designated only for: US)

Legal Representative:
 SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU

Patent and Priority Information (Country, Number, Date):
 Patent: WO 200102948 A1 20010111 (WO 0102948)
 Application: WO 2000AU771 20000630 (PCT/WO AU0000771)
 Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483 19991206; AU 994912 19991224

Designated States:
 (Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
 (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English
 Filing Language: English
 Fulltext Word Count: 32216

Main International Patent Class: G06F-003/033
 International Patent Class: G06F-017/60 ...
 Fulltext Availability:
 Detailed Description

Detailed Description

... Preferably, the goods or services that are redeemable are the goods and services provided by **advertisers** that utilise the system. More preferably, the **advertisers** provide those goods and services in consideration for the **additional** marketing **exposure** that they gain through use of the system. That is, in this forin, the cost of **advertising** on the system includes a component of "supply in kind" that is used for marketing the **advertiser** 's goods and services as well as marketing the system itself
 In some embodiments the...

4/3,K/18 (Item 17 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2005 WIPO/Univentio. All rts. reserv.

00767608 **Image available**

ELECTRONIC MARKET MAKER OF ELECTRONIC ATTENTION
DISPOSITIF ELECTRONIQUE COMMERCIAL SERVANT A ATTIRER L'ATTENTION

Patent Applicant/Assignee:

COLORSTAMPS INC, 2 North Second Street, Suite 900, San Jose, CA 95113, US
 , US (Residence), US (Nationality)
 Inventor(s):

SHI Chenyang Victor, 455 Crescent Avenue, Apartment 49, Sunnyvale, CA 94087, US,
ZHANG Yu Alex, 141 Del Medio Avenue, Apartment 327, Mountain View, CA 94040, US,
ZHANG Dan, 707 Continental, Suite 718, Mountain View, CA 94040, US,
LI Jianwen, 455 Crescent Avenue, Sunnyvale, CA 94084, US,

Legal Representative:

LYON & LYON LLP (agent), Mei, Peter C., 633 West Fifth Street, Suite 4700, Los Angeles, CA 90071-2066, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200101217 A2-A3 20010104 (WO 0101217)

Application: WO 2000US17364 20000622 (PCT/WO US0017364)

Priority Application: US 99141438 19990629; US 99161459 19991025; US 2000505351 20000216

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17317

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... his satisfaction, Peter's Gardening Supplies is now back to no. 1 position! To an **advertiser**, you pay more, you get better **exposure**, viewers get more **incentive** (more cash) to click on your site, and that translates to more visits, more business...

4/3,K/19 (Item 18 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2005 WIPO/Univentio. All rts. reserv.

00515367 **Image available**

METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION

PROCEDE ET APPAREIL D'ANALYSE DE DONNEES ET D'OPTIMISATION PUBLICITAIRE

Patent Applicant/Assignee:

CANNON HOLDINGS L L C,

Inventor(s):

CANNON Mark E,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9946719 A1 19990916

Application: WO 99US5363 19990309 (PCT/WO US9905363)

Priority Application: US 9838380 19980311

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE
DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR
NE SN TD TG

Publication Language: English

Fulltext Word Count: 44730

Main International Patent Class: G06F-019/00

Fulltext Availability:

Detailed Description

Detailed Description

... individual exposure history for the ad.

1 5 For example, a person who sees the **advertisement** for the first time may not fully understand what is being **advertised**. With a second exposure, a person may listen more attentively, or, having seen it previously, may ignore it. Further, the third exposure to the same **advertisement** may convey enough information to motivate the person to actually

98

SUBSTITUTE SHEET (Rule 26...

...if it has been many days or weeks since the previous exposure, much about the **advertised** product may have been forgotten, and an **additional exposure** may have the same influence as the first exposure did. Finally, if a person has already had many recent exposures to a given **advertisement**, then a subsequent, new exposure may be ignored entirely. The value of a single exposure, then, can be determined only in the context of other exposures in an **advertising** plan or schedule. One cannot place a value on an **advertising** exposure for an individual without knowing what other exposures the individual has had. The first exposure could be quite valuable, but the twentieth exposure to a given **advertisement** during a given week may have no value.

I 0 Quantifying the multiple exposure valuation...fully aware and informed about a product, but they also believe that the benefit of **additional exposure** continues, possibly

110

SUBSTITUTE SHEET (Rule 26)

because of the need for periodic reinforcement of...either from technical journals, research, corporate experience, or just gut feel, concerning the value of **additional exposure** is useful in optimizing an **advertising** plan or schedule. The optimization methods of the present invention provide a mechanism for incorporating...not be as much as the amount learned from the first exposure. With a third **exposure**, recall shows **additional** incremental improvement, but to a lesser extent than exhibited with the first exposure.

This phenomenon...

...does not.

Recall Decay

124

SUBSTITUTE SHEET (Rule 26)

If advertising is not reinforced with **additional exposure**, a person's ability to recall an **advertised** product declines over time, as does influence that **promotions** have on television viewing decisions. A number of studies have found that recall and the...to FIG. 30, beginning on day 8 the advertising message is no longer reinforced with **additional** daily **advertising exposures**. When reinforcement ends, the recall

curves immediately begin to decline. The rate of decline in...

...influence on purchasing decisions which results from being exposed to advertisements will not increase with **additional exposure** to the advertising .

125

SUBSTITUTE SHEET (Rule 26)

Influence index as defined herein should not be interpreted as...

...when given an opportunity. It only indicates that the level of influence cannot increase with **additional exposure** .

Adopt +CC(j-j t Was exposed ing this convention allows us to descri (I...takes

138

SUBSTITUTE SHEET (Rule 26)

advantage of decision groupings. If a certain group requires **additional exposure** during some period of time, then the optimization process identifies **advertising** spots which the target group is frequently exposed to. If a group is over-exposed...

4/3,K/20 (Item 19 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00320381

MATRIX ARCHITECTURE USER INTERFACE

INTERFACE UTILISATEUR A ARCHITECTURE MATRICIELLE

Patent Applicant/Assignee:

IKONIC INTERACTIVE INC,

Inventor(s):

MAY Robert,

GRANGER James E,

PECK Nicolas,

MILLER Rohn Jay,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9602889 A1 19960201

Application: WO 95US9318 19950718 (PCT/WO US9509318)

Priority Application: US 94276864 19940718

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AM AT AU BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP

KR KZ LK LR LT LU LV MD MG MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ

TM TT UA UG UZ VN KE MW SD SZ UG AT BE CH DE DK ES FR GB GR IE IT LU MC

NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 17715

Main International Patent Class: **G06F-017/30**

Fulltext Availability:

Detailed Description

Detailed Description

... record. Further, the use of duplicate cells allows the service provider to offer

1 9

additional exposure to product or service vendors for **promotion** of their offerings. Thus, instead of being limited to display of the cells

in a...

...the matrix architecture user interface 101 can incorporate this placement of duplicate cells in its **advertising** model.

Once the list of record cell titles is displayed 515, the viewer is able ...

Set	Items	Description
S1	772	(FREE OR BONUS OR DISCOUNT? OR EXTRA OR INCENTIVE OR ADDITI- ONAL) (3N) EXPOSURE? ?
S2	77960	AD OR ADVERT? OR PROMO OR BANNER? ? OR PROMOTION? ?
S3	10	S1 AND S2

? show file

File 347:JAPIO Nov 1976-2005/Apr(Updated 050801)
(c) 2005 JPO & JAPIO

File 350:Derwent WPIX 1963-2005/UD,UM &UP=200560
(c) 2005 Thomson Derwent

3/5/1 (Item 1 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2005 JPO & JAPIO. All rts. reserv.

08052943 **Image available**
TELEVISION ADVERTISING SYSTEM

PUB. NO.: 2004-165702 [JP 2004165702 A]
PUBLISHED: June 10, 2004 (20040610)
INVENTOR(s): KANEKO HIROHARU
NISHI TOSHIKAZU
APPLICANT(s): KANEKO HIROHARU
NISHI TOSHIKAZU
APPL. NO.: 2001-128426 [JP 2001128426]
FILED: March 23, 2001 (20010323)
INTL CLASS: H04N-007/173; H04H-001/00; H04N-005/445

ABSTRACT

PROBLEM TO BE SOLVED: To obtain a method for **advertising** and distributing television **advertisements** in a form in matching with two-way television media because the concept of the program ratings is greatly changed and an existing television **advertising** style may be lost when broadcast enterprises for employing high speed communication utilizing optical fibers or the like are started and distribute broadcast programs to home television receivers in addition to television broadcast distribution enterprises for covering frequency bands in compliance with the conventional Broadcast Act.

SOLUTION: A server for managing electronic program guides organized by each broadcast station and terminal apparatuses connected to home television receivers are connected by an Internet line network, and the server stores electronic program guide information into a database in the terminal apparatus on the basis of a request of a user. A viewer uses a remote controller of the terminal to easily select a program and to view the broadcast by button operations as usual. Further, the viewer selects an **advertisement** desirably viewed from an **advertisement** program list by the selection of the viewer and the charging of a pay program is **discounted** by the **exposure** of the **advertisement** during broadcasting.

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3/5/2 (Item 2 from file: 347)
DIALOG(R)File 347:JAPIO
(c) 2005 JPO & JAPIO. All rts. reserv.

01388819 **Image available**
FLASH PHOTOGRAPHING DEVICE

PUB. NO.: 59-100419 [JP 59100419 A]
PUBLISHED: June 09, 1984 (19840609)
INVENTOR(s): TANIGUCHI NOBUYUKI
NAKAI MASAOKI
TAMAKI TAKANOBU
HOSOMIZU HIROSHI
NIWA MASATAKE
INOUE TORU
SEKIDA MINORU
APPLICANT(s): MINOLTA CAMERA CO LTD [000607] (A Japanese Company or Corporation), JP (Japan)

APPL. NO.: 57-210744 [JP 82210744]
FILED: November 30, 1982 (19821130)
INTL CLASS: [3] G03B-007/16; G03B-015/05
JAPIO CLASS: 29.1 (PRECISION INSTRUMENTS -- Photography & Cinematography)
JAPIO KEYWORD: R116 (ELECTRONIC MATERIALS -- Light Emitting Diodes, LED);
R131 (INFORMATION PROCESSING -- Microcomputers &
Microprocessors)
JOURNAL: Section: P, Section No. 305, Vol. 08, No. 215, Pg. 112,
October 02, 1984 (19841002)

ABSTRACT

PURPOSE: To obtain proper exposure and to set an intermediate aperture value freely to obtain **free** set **exposure**, by controlling a diaphragm in the middle between an aperture value for flash photography and an arithmetic aperture value of distance, etc., when the former aperture value is smaller than that of the latter.

CONSTITUTION: The left half part in a figure partitioned by a chain line A is a camera and the right half part is a flash lighting device. The aperture value signal outputting means **AD** is a maximum lighting signal outputting means which outputs an aperture value based upon the setting SS of subject brightness and film sensitivity Sv or aperture value Avf for flash photography. A comparing circuit CMP compares a signal Arf with the arithmetic aperture value signal Avd of an arithmetic circuit ALU(sub 1). A diaphragm APL is controlled by the Avf when the Avf is smaller than the Avd or by an intermediate aperture value Av when not. Therefore, when $Avf > Avd$, the limit quantity of under-exposure is reduced. In this case, $Av = (mAvf + nAvd) / (m + n)$, where (m) and (n) are optional values close to 1.

3/5/3 (Item 3 from file: 347)

DIALOG(R) File 347:JAPIO
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01087032 **Image available**
PREPARATION OF RUBBER ELASTIC PIPE WITH EXPANDED ENDS

PUB. NO.: 58-024432 [JP 58024432 A]
PUBLISHED: February 14, 1983 (19830214)
INVENTOR(s): NOMURA SHINICHIRO
KISHIHARA SHIGERU
APPLICANT(s): TOYO TIRE & RUBBER CO LTD [000314] (A Japanese Company or Corporation), JP (Japan)
APPL. NO.: 56-122574 [JP 81122574]
FILED: August 04, 1981 (19810804)
INTL CLASS: [3] B29H-007/14; B29D-023/00; F16L-011/08
JAPIO CLASS: 14.2 (ORGANIC CHEMISTRY -- High Polymer Molecular Compounds);
24.1 (CHEMICAL ENGINEERING -- Fluid Transportation); 26.2
(TRANSPORTATION -- Motor Vehicles)
JOURNAL: Section: M, Section No. 211, Vol. 07, No. 102, Pg. 134, April
30, 1983 (19830430)

ABSTRACT

PURPOSE: To obtain an elastic pipe having expanded ends part **free** from **exposure** of a fiber, by shrinking a cord layer during vulcanization by using a heat shrinkable reinforcing fiber cord having a shrink amount larger than that of a rubber elastic material layer to embed both end parts of said cord layer in the rubber layer.

CONSTITUTION: At first, an inner wall layer 1 comprising a rubber elastic material is formed on a core mold M and a heat shrinkable fiber cord (e.g.;

a nylon cord) having a shrinkage ratio larger than a rubber is subsequently wound therearound to form a reinforcing fiber cord layer RFC. In the next process, an outer wall layer 5 comprising a rubber elastic material is coated on said cord layer RFC to form an unvulcanized hollow body GHT. Thereafter, the hollow body GHT is cut into a predetermined unit length UL to make it possible to shrink the cord layer RFC during heating and the cut hollow body GHT is subsequently vulcanized to be withdrawn from the core mold M. EFFECT: Because a reinforcing layer is not exposed at the end part thereof, invasion of moisture or air, **promotion** of peeling and the shortening of durable life are prevented.

3/5/4 (Item 1 from file: 350)

DIALOG(R) File 350: Derwent WPIX

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016775904 **Image available**

WPI Acc No: 2005-100182/200511

XRPX Acc No: N05-087005

Discount purchase offer customized compilation providing method, involves allowing user to select medium for display, and delivering customized application of discount purchase offers embedded upon selected medium, to user

Patent Assignee: MCLAUGHLIN G (MCLA-I)

Inventor: MCLAUGHLIN G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20050010473	A1	20050113	US 2003617508	A	20030711	200511 B

Priority Applications (No Type Date): US 2003617508 A 20030711

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20050010473	A1		10	G06F-017/60	

Abstract (Basic): US 20050010473 A1

NOVELTY - The method involves collecting discount purchase offers from a merchant. The collected discount purchase offers are assimilated into an offer database. A user is allowed to select desired offers from the database. The user is allowed to select a medium for display and storage of compilation of the offers. A customized compilation of the offers embedded upon the selected medium is delivered to the user.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a method of providing customized coupon cards to a user via a graphical user interface.

USE - Used for providing a customized compilation of a discount purchase offer to a user.

ADVANTAGE - The method reduces costs to manufacturers and/or retailers to distribute mass quantities of coupons to wide audience. The method attracts and maintains customers. The method provides consumer information, including demographics and consumer preferences, back to manufacturers and/or retailers. The method reduces amount of time required for customers to search for desired products/offers within promotional publications. The method increases **exposure** of **discount** offers to consumers, thus potentially allowing consumers to save money on a larger volume of products purchased. The method reduces rates of misredemption and fraudulent redemption for coupons and similar discount **promotions** offered through mass mailings.

DESCRIPTION OF DRAWING(S) - The drawing shows a diagram describing a general method and process for customizing coupons and/or discount

offers for a set of users.

Consumer (22)

Licensee/franchisee (24)

Plastic card (30)

Database of custom selections (40)

pp; 10 DwgNo 2/3

Title Terms: DISCOUNT; PURCHASE; OFFER; CUSTOMISATION; COMPILE; METHOD;
ALLOW; USER; SELECT; MEDIUM; DISPLAY; DELIVER; CUSTOMISATION; APPLY;
DISCOUNT; PURCHASE; OFFER; EMBED; SELECT; MEDIUM; USER

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

3/5/5 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015248455 **Image available**

WPI Acc No: 2003-309381/200330

System for offering brand exposure advertisement via free parking

Patent Assignee: COMTRUE TECHNOLOGY CO LTD (COMT-N)

Inventor: LEE E J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002095416	A	20021226	KR 200170235	A	20011112	200330 B

Priority Applications (No Type Date): KR 200170235 A 20011112

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002095416	A		1	G06F-019/00	

Abstract (Basic): KR 2002095416 A

NOVELTY - A brand exposure **advertisement** service system is provided to distribute free parking stickers to owners of private automobiles, and to enable an automobile with the sticker attached at a body to freely park in parking places of agent offices or stores affiliated on a national scale.

DETAILED DESCRIPTION - The system comprises a customer management system, an **advertisement** production system, and a customer check/transmission system. The customer management system enables customers to request a free parking sticker and receives the free parking sticker request from the customers. The **advertisement** production system produces a sticker type **advertisement** attached at the private automobiles. The customer check/transmission system transmits the free parking sticker to the customer over the online network.

pp; 1 DwgNo 1/10

Title Terms: SYSTEM; OFFER; BRAND; EXPOSE; **ADVERTISE** ; FREE; PARK

Derwent Class: T01

International Patent Class (Main): G06F-019/00

File Segment: EPI

3/5/6 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015139778 **Image available**

WPI Acc No: 2003-200305/200319

XRPX Acc No: N03-159507

Online advertisements presentation method, involves providing additional exposure of advertising message based on action of viewer in response to advertising message

Patent Assignee: ROSENBERG A (ROSE-I)

Inventor: ROSENBERG A

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20020184088	A1	20021205	US 2001846431	A	20010430	200319 B

Priority Applications (No Type Date): US 2001846431 A 20010430

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20020184088	A1		14	G06F-017/60	

Abstract (Basic): US 20020184088 A1

NOVELTY - An exposure of an **advertising** message is provided to several viewers (130). An action taken by one of the viewers in response to the **advertising** message, is recorded. An **additional exposure** of the **advertising** message is provided based on the action.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

(1) set of instructions for performing **advertisements** presentation; and

(2) **advertisements** presentation system.

USE - For **advertisements** presentation in Internet environment.

ADVANTAGE - Helps seller to secure fixed-fee pricing, while offering a performance based incentive to buyers. Attracts potential buyers, and helps to maintain customer loyalty, encourage effective creative **advertising** design and placement, and assists sellers in management of unsold inventory.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the interaction of parties involved in the **advertisement** presentation method.

viewer (130)

pp; 14 DwgNo 1/5

Title Terms: **ADVERTISE** ; PRESENT; METHOD; ADD; EXPOSE; **ADVERTISE** ; MESSAGE; BASED; ACTION; VIEW; RESPOND; **ADVERTISE** ; MESSAGE

Derwent Class: T01; T05

International Patent Class (Main): G06F-017/60

File Segment: EPI

3/5/7 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

(c) 2005 Thomson Derwent. All rts. reserv.

014909192 **Image available**

WPI Acc No: 2002-729898/200279

System for chasing exposure condition of advertisement (free delivery system)

Patent Assignee: LEE S H (LEES-I)

Inventor: LEE S H

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002043495	A	20020610	KR 200224562	A	20020503	200279 B

Priority Applications (No Type Date): KR 200224562 A 20020503

Patent Details:
Patent No Kind Lan Pg Main IPC Filing Notes
KR 2002043495 A 1 G06F-017/60

Abstract (Basic): KR 2002043495 A

NOVELTY - A system for chasing the exposure condition of an **advertisement** (free delivery system) is provided to fix an **advertisement** actually by mounting a vehicle position chase system on a vehicle having an **advertisement** matter thereon and using an artificial satellite, thereby calculating an **advertisement** exposure degree and a driving distance of the vehicle and transmitting the calculation result to an **advertiser** or displaying the result through the Internet.

DETAILED DESCRIPTION - A vehicle for realizing an **advertisement**, a driving distance measuring system for measuring a driving distance of the vehicle, a GPS system for sensing the current condition of the vehicle are provided. An artificial satellite chases a position of the vehicle in real time and transmits the position to a central control system for sensing a driving distance of the vehicle and a position thereof. A driving distance is calculated using an integrating meter of the vehicle and transmitted using a terminal. Otherwise, a predetermined coordinate value is fixed using a position chase system of an artificial satellite, a position between coordinates is calculated into a driving distance, and the driving distance is chased in real time. A software service for sensing a driving trace and an **advertisement** exposure degree of an **advertisement** vehicle, or a service for sensing the current **advertisement** state is supplied to an **advertiser**.

pp; 1 DwgNo 1/10

Title Terms: SYSTEM; CHASE; EXPOSE; CONDITION; **ADVERTISE** ; FREE; DELIVER; SYSTEM

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

3/5/8 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013968326 **Image available**

WPI Acc No: 2001-452539/200149

XRFX Acc No: N01-334984

Illustrations for subway tunnels are in series of images as film strips with illumination to be viewed by the subway passengers together with an audio accompaniment

Patent Assignee: SCHNEIDER W (SCHN-I)

Inventor: SCHNEIDER W

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 19943812	A1	20010412	DE 1043812	A	19990914	200149 B

Priority Applications (No Type Date): DE 1043812 A 19990914

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes
DE 19943812 A1 5 G03B-025/00

Abstract (Basic): DE 19943812 A1

NOVELTY - The system to form film illustrations on subway tunnel

walls (2.1), to be seen by passengers in subway trains traveling through the tunnels (2), has pictures (3) in series along the walls in the form of film strips which are illuminated or have a self-illumination.

DETAILED DESCRIPTION - The images are structured to give the viewer the impression with the correct proportions. The trains are fitted with audio systems, which are programmed to relate to the images on the tunnel walls.

USE - The system is for the use of subway tunnel walls for illustrations as **advertising**, entertainment or contrast with the conventional black wall.

ADVANTAGE - The walls of the subway tunnels are easily fitted with the illustrations, to relieve the boredom of subway passengers and give **additional exposure** space for promotional purposes.

DESCRIPTION OF DRAWING(S) - The drawing shows a perspective view of a subway tunnel.

tunnel (2)
tunnel wall (2.1)
illustrations (3)
pp; 5 DwgNo 1/2

Title Terms: ILLUSTRATE; SUBWAY; TUNNEL; SERIES; IMAGE; FILM; STRIP;
ILLUMINATE; VIEW; SUBWAY; PASSENGER; AUDIO; ACCOMPANIED.
Derwent Class: P82; P85
International Patent Class (Main): G03B-025/00
International Patent Class (Additional): G09F-019/22
File Segment: EngPI

3/5/9 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

013715456 **Image available**

WPI Acc No: 2001-199680/200120

Free **phone by** advertisement exposure and method for controlling the same - **NoAbstract**

Patent Assignee: KIM G S (KIMG-I); KOREA INFORMATION TECHNOLOGY CO LTD
(KOIN-N); KIT IND TECHNOLOGY JH (KITI-N)

Inventor: KIM G S

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2000049392	A	20000805	KR 20006217	A	20000210	200120 B
KR 357245	B	20021018	KR 20006217	A	20000210	200326

Priority Applications (No Type Date): KR 20006217 A 20000210

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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KR 2000049392	A		H04M-011/06	
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KR 357245	B		H04M-011/06	Previous Publ. patent KR 2000049392
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Title Terms: FREE; TELEPHONE; **ADVERTISE**; EXPOSE; METHOD; CONTROL;

NOABSTRACT

Derwent Class: W01

International Patent Class (Main): H04M-011/06

File Segment: EPI

3/5/10 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX
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012999052 **Image available**

WPI Acc No: 2000-170904/200015

XRAM Acc No: C00-053070

High yield production of Schiff base adducts from proteins, useful as growth promoter, by reaction with aromatic o-hydroxyaldehyde

Patent Assignee: PFIZER PROD INC (PFIZ); CLARK M T (CLAR-I); HAY B A (HAYB-I)

Inventor: CLARK M T; HAY B A

Number of Countries: 084 Number of Patents: 012

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 200000507	A1	20000106	WO 99IB993	A	19990602	200015	B
AU 9938424	A	20000117	AU 9938424	A	19990602	200026	
EP 1087989	A1	20010404	EP 99921066	A	19990602	200120	
			WO 99IB993	A	19990602		
BR 9912203	A	20010410	BR 9912203	A	19990602	200128	
			WO 99IB993	A	19990602		
CZ 200004806	A3	20010815	WO 99IB993	A	19990602	200157	
			CZ 20004806	A	19990602		
CN 1305490	A	20010725	CN 99807518	A	19990602	200164	
MX 2000012652	A1	20010401	MX 200012652	A	20001218	200171	
HU 200102693	A2	20011128	WO 99IB993	A	19990602	200209	
			HU 20012693	A	19990602		
KR 2001083070	A	20010831	KR 2000714840	A	20001226	200215	
JP 2002519356	W	20020702	WO 99IB993	A	19990602	200246	
			JP 2000557268	A	19990602		
RU 2201936	C2	20030410	WO 99IB993	A	19990602	200338	
			RU 2000133344	A	19990602		
US 20030125528	A1	20030703	US 9890714	P	19980626	200345	
			US 99337985	A	19990622		
			US 2002256482	A	20020927		

Priority Applications (No Type Date): US 9890714 P 19980626; US 99337985 A 19990622; US 2002256482 A 20020927

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200000507 A1 E 77 C07K-001/107

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9938424 A C07K-001/107 Based on patent WO 200000507

EP 1087989 A1 E C07K-001/107 Based on patent WO 200000507

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MK NL PT RO SE SI

BR 9912203 A C07K-001/107 Based on patent WO 200000507

CZ 200004806 A3 C07K-001/107 Based on patent WO 200000507

CN 1305490 A C07K-001/107

MX 2000012652 A1 A61K-047/48

HU 200102693 A2 C07K-001/107 Based on patent WO 200000507

KR 2001083070 A C07K-001/107

JP 2002519356 W 119 C07K-001/107 Based on patent WO 200000507

RU 2201936 C2 C07K-001/107 Based on patent WO 200000507

US 20030125528 A1 C07K-014/00 Provisional application US 9890714

Cont of application US 99337985

Abstract (Basic): WO 200000507 A1

NOVELTY - Improved production of Schiff base condensation adduct

final product (A), from a protein with a beneficial activity in animals and an aromatic o-hydroxyaldehyde (II), furnishes a yield of (A) of at least 98.5, particularly 99.5, wt.%, based on reactants.

DETAILED DESCRIPTION - Improved production of Schiff base condensation (A) from a protein with a beneficial activity in animals and (II), furnishes a yield of (A) of at least 98.5, particularly 99.5, wt.%, based on reactants. (I) and (II) are combined in aqueous medium at pH 7 or more, and reaction is driven to completion by removing 97-99.9, preferably 98-99, wt.% of water (that present initially and produced during the reaction), provided that integrity of (A) and reactants is maintained.

An INDEPENDENT CLAIM is also included for (A) produced this way.

ACTIVITY - Growth **promotion** .

MECHANISM OF ACTION - None given.

USE - (A) represent stabilized forms of (I) which are useful in human or veterinary medicine and for promoting growth in animals. Any of many hundreds of (I), with a wide variety of pharmaceutical activities can be converted, most especially porcine somatotropin or its variants.

ADVANTAGE - The method reproducibly provides almost quantitative conversion of (I) and (II) to (A), without problems of sublimation, as encountered when aldehydes other than (II) are used. The method is suitable for commercial scale operation. (A) are more stable, and easier to handle, than free proteins.

pp; 77 DwgNo 0/0

Title Terms: HIGH; YIELD; PRODUCE; SCHIFF; BASE; ADDUCT; PROTEIN; USEFUL; GROWTH; PROMOTE; REACT; AROMATIC

Derwent Class: B04

International Patent Class (Main): A61K-047/48; C07K-001/107; C07K-014/00

International Patent Class (Additional): A61P-005/02; C07K-014/61

File Segment: CPI

Set	Items	Description
S1	693	(FREE OR BONUS OR DISCOUNT? OR EXTRA OR INCENTIVE OR ADDITI- ONAL) (3N) EXPOSURE? ?
S2	377574	AD OR ADVERT? OR PROMO OR BANNER? ? OR PROMOTION? ?
S3	8	S1(25N)S2

? show file

File 2:INSPEC 1969-2005/Sep W2
(c) 2005 Institution of Electrical Engineers

File 35:Dissertation Abs Online 1861-2005/Aug
(c) 2005 ProQuest Info&Learning

File 65:Inside Conferences 1993-2005/Sep W3
(c) 2005 BLDSC all rts. reserv.

File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Jul
(c) 2005 The HW Wilson Co.

File 474:New York Times Abs 1969-2005/Sep 21
(c) 2005 The New York Times

File 475:Wall Street Journal Abs 1973-2005/Sep 21
(c) 2005 The New York Times

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
(c) 2002 The Gale Group

File 256:TecInfoSource 82-2005/Sep
(c) 2005 Info.Sources Inc

3/5/1 (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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01772174 ORDER NO: AADAA-I9981992

Voluntary exposure to online advertising and informational content: Its predictors and outcomes

Author: Kimelfeld, Yaakov M.
Degree: Ph.D.
Year: 2000
Corporate Source/Institution: The University of Connecticut (0056)
Adviser: James Watt
Source: VOLUME 61/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 2973. 121 PAGES
Descriptors: INFORMATION SCIENCE ; BUSINESS ADMINISTRATION, MARKETING ;
MASS COMMUNICATIONS
Descriptor Codes: 0723; 0338; 0708
ISBN: 0-599-88476-2

This dissertation focuses on a central research problem: how individuals create their own exposure experience from the content provided by an online **advertiser** within an interactive medium and what are the outcomes of this **free exposure**. An experimental design was employed to examine the effects of pre-existing task, selectivity of content, and commercialism of online material on people's online behavior, attitudes, and pragmatic evaluations of the content and behavioral intentions.

The results of path analysis suggest that traditional models of advertising effects, with their emphasis on attitudes as the mediators of behavioral change, are inadequate for understanding online advertising processes in media that demand constant, active evaluations of messages rather than passive reception. Contrary to previous findings on traditional media, the pragmatic value of advertising and online behavior itself emerged as strong predictors of behavioral (purchase) intentions, independently of attitudinal variables.

3/5/2 (Item 2 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
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01766150 ORDER NO: AADAA-I9988011

Measuring Web advertising effectiveness in China: An empirical investigation

Author: Gong, Wen
Degree: Ph.D.
Year: 2001
Corporate Source/Institution: The George Washington University (0075)
Director: Lynda M. Maddox
Source: VOLUME 61/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 3660. 207 PAGES
Descriptors: BUSINESS ADMINISTRATION, MARKETING ; MASS COMMUNICATIONS
Descriptor Codes: 0338; 0708
ISBN: 0-599-95418-3

This research examines whether exposure to banner advertising on the Web can produce short-term effects on such dimensions as ad and brand awareness, brand perceptions and purchase intent among Chinese Web users by using survey and the quasiexperimental design. In particular, the research investigates the short-term effects of one **additional banner exposure**. Intervening variables such as one's general attitude toward Web

advertising and product involvement are also tested to determine their impact on the outcome measures.

The research objectives are fulfilled by executing a carefully controlled two-wave survey conducted in a real-world setting with three real brands on one real media site with the real audience of consumers naturally accessing the research site. The survey was fielded from March 3, 2000 to April 15, 2000. Over the course of the first wave, demographic information was collected. One control and three test banners were served individually to users--this assignment was invisible to the respondents. Users were randomly assigned to be part of either the test or the control cells. The second wave was conducted over a time period ranging from one day to one week after ad exposure. There are 1259 respondents participating in the first wave survey, of which 502 came back for the second survey--a substantial test sample.

Data were analyzed using independent samples t-test, Chi-square test, multiple regression and logit analysis. Results indicated that even one **additional banner exposure** could improve users' recall of the **banner**, change their attitude toward the brand and increase their purchase consideration. Clickthrough was found to be a significant predictor for ad recall. But no evidence of the effect of clickthrough on brand recall, attitude toward the brand or purchase consideration was observed. Findings also suggested that users' general attitude toward Web advertising and product involvement would influence most of outcome measures. Interestingly, most of the findings in this study are congruent with what have been reported in the 1997 IAB Online Advertising Effectiveness Study.

3/5/3 (Item 3 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01231415 ORDER NO: AAD92-20817

INVESTIGATING THE DELAYED COMMUNICATION EFFECTS OF DIRECT CONSUMER PREMIUMS (SALES PROMOTIONS)

Author: JONES, JOSEPH MICHAEL

Degree: PH.D.

Year: 1991

Corporate Source/Institution: UNIVERSITY OF MISSOURI - COLUMBIA (0133)

Supervisor: ALBERT R. WILDT

Source: VOLUME 53/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 884. 246 PAGES

Descriptors: BUSINESS ADMINISTRATION, MARKETING; PSYCHOLOGY, SOCIAL

Descriptor Codes: 0338; 0451

Previously, consumer sales promotion researchers have concentrated on examining the behavioral effects of monetary promotions (e.g., price-off coupons, temporary price discounts, and cash refunds) in promotion time periods. Nonmonetary promotions (e.g., premiums, product sampling, and bonus packs of the promoted product) and the delayed effects of promotions on individuals' attitudes and behavioral intentions toward promoted products in postpromotion time periods have received almost no research attention, but have been the focus of much discussion and disagreement.

Direct consumer premiums are a key element in the nonmonetary consumer sales promotion mix of U. S. packaged goods manufacturers. Most promotion researchers agree that premiums can stimulate favorable effects in promotion time periods. However, there is disagreement as to how promotion time period gains influence postpromotion attitudes and behavioral intentions toward promoted products. Many researchers have proposed that premium promotions have unfavorable delayed effects which lead to decreased probabilities of product selection in postpromotion time periods. Other researchers have suggested that premium promotions have little, or no,

long-term effects on attitudes and behavioral intentions in postpromotion time periods. Finally, some researchers have argued that premium promotions lead to increased probabilities of product selection in postpromotion time periods.

The present research is a longitudinal study which extends previous work on the promotion time period effects of consumer sales promotions. It represents the first known study to empirically examine the effects of direct consumer premiums. This study uses a repeated measures experiment to investigate the effects of premium promotions in four time periods: promotion time periods one and two, an immediate postpromotion time period, and a long-term postpromotion time period.

The findings of the present study suggest that premium promotions have reinforcing value in **promotion** time periods and lead to favorable delayed effects in postpromotion time periods. Future research might use multiple **promotion** time periods to examine the effects of **additional exposures** to the **promotion**, and extended postpromotion time periods to investigate persistence of the effects.

3/5/4 (Item 1 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2005 The New York Times. All rts. reserv.

08022919 NYT Sequence Number: 745057030313

NATALIE MERCHANT, NO STRINGS ATTACHED

Pareles, Jon

New York Times, Col. 1, Pg. 1, Sec. E

Thursday March 13 2003

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Natalie Merchant will release her next album, collection of traditional songs called The House Carpenter's Daughter, on her own label, Myth America Records; album, recorded on modest budget and marketed primarily to existing fans and not relying on radio **exposure**, breaks **free** of commercial pressures that have turned major-label releases into risky gambles that can cost a million dollars in **promotion** alone; transition suggests model of sustainable career for musician who is no longer eager to chase hits; photo (M)

SPECIAL FEATURES: Photo

COMPANY NAMES: Myth America Records

DESCRIPTORS: Music; Recordings (Audio); Radio; Marketing and Merchandising ; Music

PERSONAL NAMES: Merchant, Natalie; Pareles, Jon

3/5/5 (Item 2 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2005 The New York Times. All rts. reserv.

06814724 NYT Sequence Number: 079014940324

ADVERTISING: SELLING A CITY TO THE PEOPLE WHO LIVE THERE

JANOFISKY, MICHAEL

New York Times, Col. 1, Pg. 19, Sec. D

Thursday March 24 1994

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

After 15 years of revitalization, Baltimore is now facing problem of selling the city to Baltimoreans; redevelopment has made city tourist destination but not necessarily magnet for locals; in effort to prevent this trend from getting out of hand, civic group of public and private interests called Downtown Partnership of Baltimore is embarking on large-scale marketing and advertising campaign next month; three television network affiliates, two independent channels, largest radio stations and Baltimore's dominant daily newspapers have agreed to provide free time and space to **advertise** the city for the city to the city; Jim Dale, executive W B Doner & Co, **advertising** agency coordinating the campaign on pro bono basis, says **free exposure** could be worth \$500,000 or more; photo (**Advertising** column) (M)

SPECIAL FEATURES: Photo

COMPANY NAMES: DONER, W B, & CO; DOWNTOWN PARTNERSHIP OF BALTIMORE

DESCRIPTORS: TRAVEL AND VACATIONS; AREA PLANNING AND RENEWAL; ADVERTISING; ADVERTISING (TIMES COLUMN)

PERSONAL NAMES: DALE, JIM (ADVERTISING EXEC); JANOFFSKY, MICHAEL

GEOGRAPHIC NAMES: BALTIMORE (MD)

3/5/6 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2005 The New York Times. All rts. reserv.

05758649

FILM SATIRIZING AD INDUSTRY PLAYS TO A TOUCHY AUDIENCE

LANDRO, LAURA

Wall Street Journal, Col. 5, Pg. 1, Sec. B

Tuesday April 3 1990

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Crazy People is new Paramount Pictures film that spoofs **advertising** business; ABC and CBS have declined to run some commercials for controversial film, worried they might give **free exposure** to products and at same time offend some of networks' biggest **advertisers** (M)

COMPANY NAMES: PARAMOUNT PICTURES CORP; AMERICAN BROADCASTING COS INC (ABC); CBS INC

DESCRIPTORS: ADVERTISING; MOTION PICTURES; CRAZY PEOPLE (MOVIE)

PERSONAL NAMES: LANDRO, LAURA

3/5/7 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

05857005

Kodak in summer shoot out

UK: KODAK PLANS SUMMER PROMOTION

CTN (CRTN) 07 May 1993 p.19

Language: ENGLISH

Kodak is launching a ' **free exposure** 's **promotion** in an attempt to raise sales over the important summer period. People buying Kodak Gold II 200 36-exposure film will be able to get six exposures free. Those buying the 110 format films will benefit from six free shots when they buy a 24 shot film.

COMPANY: KODAK

PRODUCT: Colour Film (3861CF);
EVENT: Marketing Procedures (24);
COUNTRY: United Kingdom (4UK);

3/5/8 (Item 1 from file: 256)
DIALOG(R)File 256:TecInfoSource
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00152042 DOCUMENT TYPE: Review

PRODUCT NAMES: Company--Creative Commons (880809)

TITLE: Giving It Away (For Fun and Profit) Creative Commons encourages...
AUTHOR: Raskin, Andy
SOURCE: Business 2.0, v5 n4 p112(5) May 2004
ISSN: 1080-2681
HOMEPAGE: <http://www.business2.com>

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Creative Commons, a Silicon Valley-based nonprofit organization, has created an interesting business model for artists that may open up a new multibillion-dollar industry. Small-time musicians who put their songs on MP3s can host them at Magnatune.com, an Internet music distributor that uses 'some rights reserved' licenses, which Creative Commons drafted. Magnatune and artists let listeners download or play their MP3s for free. Payment is required when the music is being used for commercial reasons, such as in **advertisements**, films, videogame background music, enterprise Flash presentations, and so on. The idea is that **free** distribution generates **exposure** for the artists, which then drives up commercial demand, where a nascent market is expected to grow and prosper. Creative Commons has been making its licenses available without charge since December 2002. The whole business model is contrary to the record industry's destruction of Napster; artists are now saying that it is okay to copy, distribute, and build on their work. The free exchange of digital content will eventually lead to a profit-making model.

COMPANY NAME: Creative Commons (755575)
SPECIAL FEATURE: Tables Charts
DESCRIPTORS: Artists; Content Providers; Electronic Publishing; Nonprofits
; Open Source
REVISION DATE: 20040730
?